

ELECTRICAL MERCHANDISING WEEK

MAY 30, 1960

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SERVING THE APPLIANCE • RADIO • TELEVISION AND HOUSEWARES INDUSTRIES

Free Mats for Your Summer Advertising

Fun and comfort are the theme for the mats included in this—our third—big free mat service. The ads are attractive and hard-hitting—and they're yours free of charge. *see page 12*

They Tear 'em Apart To Sell 'em

The product is ranges and the technique is only one of the colorful approaches to merchandising used by this New Orleans firm. *see page 16*

Electronic Ranges: Revolution Delayed

... until at least 1965, say manufacturers who haven't lost their faith in a product which may have been given too much early publicity for its own good. *see page 2*

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For '61, RCA Bets On Size, Style, Service

SIZE: The firm adds 19 and 23-inch merchandise and carries over its 17 and 21-inch lines. Low-end on 17's is \$169.95 and on 19's it's \$199.95.

STYLE: The long talked about marriage with the Henredon line is consummated with a series of three high-end consoles.

SERVICE: There's a five-year warranty on sealed circuit boards and a sensitive new tuner using "nucleonics" instead of conventional tubes.

RCA is out to regain position in the 1961 TV picture with a thorough new look in styling, two strong performance and service stories, and two hot, leader prices.

The new 30-model black-and-white line, introduced this weekend to eastern distributors at Miami's Fontainebleau, touches all product bases. It features a 19-in. table series, with a remote model; a 23-in. console series topped by sumptuous cabinetry (Henredon in the \$1,000 class); a 23-in. TV-stereo-AM-FM combo; continuation of 17-in. portables and 21-in. goods; a 17 at \$169 and a 19 at \$199.

And RCA drew two strong cards to its performance-reliability-service hand.

The line's new TV tuner, called the "New Vista," uses commercially for the first time RCA's year-out-of-the-lab, thimble-sized, heatless, metal nucleonics tube which gives "up to 30% better performance in extreme fringe areas than the best tuner previously available."

And RCA makes its strongest pitch against hand-wired chassis by putting a five-year warranty on all printed circuit boards in both the TV and radio products.

Jack S. Beldon, president of RCA's Sales Corp., without reference to brown portables of recent past, called this line: "The best styled line in RCA Victor history" and "The finest

Continued on page 7



From Discounter Hubschman—55 Products for 100 Dealers

For dynamic 47-year-old Herbert Hubschman this was the latest chapter in his swift rise to a millionaire's status.

As president of recently formed Vornado, Inc. (Nov. 1959), he was offering 55 products under the Vornado label to be sold at "discount prices" across the nation by 100 selected dealers who will get exclusives in their own towns. The same products, of course, will be merchandised through his 2 Guys from Harrison stores, now numbering 15 throughout New Jersey, Maryland and Pennsylvania.

Posing with his collection of products, at left, Hubschman said that this program added up to a discount house becoming a national distribu-

tor of its own brand. It was quite a change from the young man who graduated from NYU in 1931 ready to become a CPA and—two years later—operated a lunch counter.

Now Hubschman was set to offer air conditioners, air circulators, dehumidifiers, 16 portable kitchen appliances, from an electric meat grinder to fry pans, braziers, phonographs and electric blankets.

Before Hubschman had finished discussing the ramifications of his 55 products, he was ready to predict the eventual addition of 30 to 45 more to the line. And, as if to hammer the point home, he was off to Japan in search of a factory to produce television sets and radios to

Continued on page 6



NEEDING MORE ASPIRINS than anybody is Admiral's traffic manager, Tom Gaudette, who is lining up flights for the upcoming holiday.

Admiral's Coming Dealer Holiday Is No Vacation for Factory Folk

Some of the things they have to handle: Big business with hotels, tons of detail work, expensive arrangements for a fleet of airplanes.

Even on the holiday itself, they'll have plenty to do. Some 75 factory people will greet dealers in both Miami Beach and Las Vegas.

The biggest chore will be in Florida at the Fontainebleau, where 3,500 dealers are expected to come to roost. In Las Vegas, there will be about 1,500.

A full crew of servicemen will be on hand to take care of last minute adjustments. And Admiral even sends a finisher, with a bundle of waxes and polishes so the lines will put their best shines forward.

But the doings won't be all business. There'll be, officially, three blasts: Welcome, stunt and going-away parties.

How many planes will it take to handle the crowd? Admiral plans on about 85 chartered flights. And all of them will be jets.

This deal has been cooking since last year's holiday. That jaunt was planned as a one-shot deal. But it turned into a trial run for this year's operation.

Active planning has been going on since last fall. And things have been serious for the last couple of months.

Details are mapped out like a military logistics scheme. The aim of all this planning: To get guests from plane to room and room to plane unruffled, undragged and—above all—happy.

Which, you'll have to admit, is why any factory does anything unusual in sales promotion.

Electronic Cooking: Revolution Postponed . . .

. . . until at least 1965, say manufacturers of the units which during the 50's were hailed as "revolutionary"

And the big reason for the postponement is the same one that bothered lots of folks when the electronic ovens were first introduced: The price is too high.

Manufacturers say the units will carry luxury price tags until sales hit 100,000 a year—and they think this is at least five years away.

Great expectations for an "electronic revolution" in home cooking, voiced by the industry in the early 50's, have not yet materialized. By January, 1957, Tappan, Westinghouse, RCA Whirlpool, Hotpoint and Kelvinator all had models on the market. Today, Kelvinator and G-E are temporarily out of the picture, and it's quite evident that five big problems, other than price, must be licked before the average consumer will consider an electronic oven.

- **Education.** The product is still too new for most people to be aware of the advantages of microwave cooking.

- **Promotion.** Electronic ovens are not being promoted on a big scale. No manufacturer plans any national advertising for the time being.

- **Limited use.** Manufacturers admit that a conventional oven must be installed along with an electronic unit to do the whole cooking job.

- **Overselling.** Some dealers and distributors have created a bad name for electronic ovens by selling them as complete replacements for conventional cooking.

- **Distribution.** Units are on a special order basis from the factory. In some areas, even demonstrators are hard to come by.

Today's market is moving slowly. Even with prices down under \$900 for single ovens, manufacturers do not expect to sell many more than when prices were 25 to 30% higher. Less than 8,000 units have been installed in American homes since Tappan introduced its model in 1955.

"A handful of aggressive dealers in key market areas could get the ball rolling sooner than we expect," says one marketing man. The reason: Manufacturers feel that the solution to most of the problems hinges on price, and volume sales would bring the price down. Manufacturers are looking to the go-getter merchandiser for help, and are willing to cooperate substantially in new ventures.

On the other hand, General Electric and Kelvinator do not think electronic ovens are a marketable item at this time. Kelvinator sold its last oven over a year ago. G-E's oven, shown on nationwide tours in 1957, never got on the market. Both companies feel that more research—into consumer education and technical improvements—is needed before electronic ovens can be sold as an important advantage to most homemakers. They both hope for a breakthrough to come in two or three years.

But nobody is worried about slow sales today. Companies with models on the market are content to wait for future developments. In the meantime, electronic ovens are a fine prestige item and traffic builder at home shows, trade fairs and dealer demonstrations.

Most manufacturers would agree with B. A. Chapman, executive vice president and general manager of Kelvinator, that "electronic ovens are in the same stage jet engines were during the war. Look at what's happened to jets today, and you'll see what's going to happen to electronic ovens by the end of the 1960's."

The Advice from Ohio: Stop, Look and Listen

The reason? The Northwestern Ohio Appliance and Television Dealers' Sales Conference, set for Wednesday in Toledo, Ohio.

The group has assembled key industry figures: Jack Sparks, Whirlpool Corp. vice president, will speak on the future of appliance salesmen; Elwood Reeves of Magnavox is scheduled to talk on "Feature Selling vs. Price."

Other speakers and their topics: John Witherell, sales training manager for Motorola, "Greater Sales Volume Through Your Old Customers"; Jack Lee, manager of dealer development for Westinghouse, "Using Your Telephone for Greater Earnings"; Frank Gleason, General Electric Credit Corp., "Using Credit for Sales"; E. E. Landis, national sales manager for Frigidaire, "Greater Sales via Your Service Department"; Gail K. Pinkstaff, executive vice president, NARDA, "How the Appliance Dealer Can Help Himself."



Here's Hitachi's Huge Color TV Set

GIVING THE PITCH for the massive unit at the Sheraton Blackstone during the Parts Show is Jack Girard, Hitachi national sales manager, aided by a lovely model. The Hawaiian decor for the display reflects an Island sales incentive trip. The set gives a fine black-and-white picture, superior color. But its size—about 42 inches high, 38 inches wide, 25 inches deep—could be a sales drawback. Exact price has not yet been announced.

Major Appliances: How Long Do They Last?

About 15 years for new electric refrigerators, ranges and gas ranges. Electric washers have a "life span" of nine or 10 years. Vacuums hold up for about 11 years, TV sets for nine, on the average, before they are traded in or junked. Used white goods last from five to eight years.

Marketers were told how long they could expect appliances to last by Prof. Donald R. G. Cowan (Ph.D.) of the University of Michigan School of Business Administration. Speaking at Miami University's management marketing seminar in Oxford, Ohio, Cowan quoted figures from the "Journal of Home Economics" and a survey of 200 Ann Arbor, Mich., households.

Companies should learn how long products last after they are sold, Cowan noted. Most companies have data on "birth," or production, rates, he said, but many lack information on "death," or usage rates of their products.

REGIONAL ROUND-UP:

Smiling dealers told EM Week of a general business upturn, but some were stiff frowning over unseasonable, unreasonable weather.

EAST . . . WILMINGTON—Most appliance dealers here were smiling last week. They said business was definitely running ahead of last year.

April was a good month because a spell of unseasonably hot weather spurred sales of air conditioners. But demand has diminished since, causing one distributor to remark, "God Himself is the best promotion."

Cedrick Justis of Justis Brothers said sales of electric and gas ranges were best in history. "TV has held up good but laundry equipment has dipped slightly," he continued, "and promotions have been a stimulus to very good business."

Another firm believer in promotions, James Angelo Jr. of Colonial TV and Appliance reported his "Lucky 13 Anniversary Sale" with a prize a month was going over big.

Millard Keil, appliance manager of Keil's, felt that May weather hadn't been the best for moving warm weather items—inventories were medium to heavy. But on the other hand, he agreed that "overall, business was a little ahead of last year."

Despite cheerful signs during the past few weeks, one major appliance dealer forecast a "not too promising" situation for the rest of the year. "Nobody is buying unless there is a need," he said, "and TV is absolutely dead."

SOUTH . . . MIAMI—Continued spotty sales were causing growing concern among more and more appliance dealers here.

"Basically it's 1957-58, but worse, and it scares me." That's how Vernon T. Skinner of Re-

del's, Inc. saw this year's sales picture.

One distributor, Electric Sales & Appliances, Inc. found it necessary to tighten dealer credit, reported to be "very slow." Now volume is up.

Not so for Cain & Bultman. This distributor reported volume was off "seasonally."

Both Henry St. George of Palm Television and James A. Hancock of Hancock Refrigeration, Inc. had a poor past week, but they said 1960 so far had been better than 1959.

Though state election interest had stirred some television movement, dealers around town were blaming a standstill in home construction and unusually cool nights for a poor appliance showing.

SOUTH CENTRAL . . . OKLAHOMA

CITY—"We need some hot, dry weather quick," said Gordon Reaves, sales manager for Dulaneys Manufacturers and Distributors.

Reaves, whose firm distributes RCA products, was talking about the way extremely cold, rainy and frequently tornadic weather had knocked a hole in the spring appliance market.

Joe Stotts, appliance manager of John A. Brown Co., largest department store in the state, agreed, noting the way cool nights had "really done damage to our expected April and May sales. The air conditioning business," he explained, "isn't as dead as Hogan's goat, but almost."

"Nothing is going real good," he continued. "Stereo is selling only fairly well. Television is slow in all types, but especially in the consoles."

Conversely, dealer Dick Christman, who operates two stores, declared he was running well ahead of last year with all units except stereo.

Christman credited an extensive newspaper and direct mail advertising campaign for his increases, but complained that he won't make any more money this year than last because "we're putting so much more money into advertising."

SOUTHWEST . . . PHOENIX

While some dealers were fretting over the impact of a new shopping center and the spread of chain stores, most were talking in cheerful tones about the general business upturn (after two slow months) and census figures which showed 430,000 potential consumers within the city limits.

Opening of Totem Shopping Center, open door department store with 107,000 sq. ft. of selling space, was having a noticeable impact. Electrical merchandising manager Mark Rounds reported first week sales in mid-May were "20% over our expectations."

Smaller retailers were most concerned about the sudden spread of chain stores on the fringes of town. Sears plans a new store in northeast Phoenix. Montgomery Ward has one building in Maryvale to the west and plans a second satellite outlet in the northwest suburbs.

Under the prod of distributors, who urged a return to salesmanship and curtailment of throat cutting, prices generally were firming. An RCA distributor reported that color TV was keeping up better than black and white.

Hotpoint distributor Par Porter said that "Sales are attainable, but it's taking a tremendous amount of display advertising and promotion to get the job done. The strong are getting stronger."

WEST . . . DENVER—Extra heavy promotions here in the past few weeks appeared to have pulled the appliance market out of a spring sinking spell, although some key dealers said "business stinks" or "things are pretty sticky yet."

Chuck Zender, sales promotion manager for McCollum-Law Corp., Westinghouse distributor, said dealers were gratified with results of point-of-sale "pizza pie parties" originated by his firm. "They jarred the market loose a little bit," was the way Zender put it.

General Electric's "bargain train" promotion, kicked off here on May 4, helped reverse the disappointing sales of March and April.

Most dealers couldn't exclaim the spring decline, but Frazer & Taylor Appliance and Television Center had an idea: "Repeat business has fallen off. Our new business is running right along with last year but our repeats are off. The decline has been noticed among our low-budget, time-payment customers."

Public service company figures, comparing 1960 white goods sales through May 15 with same period last year, indicated the extent of the spring decline here. Only increase posted: refrigerator-freezer combos. Washers, dryers, washer-dryers combos, freezers, and refrigerators were down.

BUSINESS BRIEFS

• June may be the month for weddings, but two electronics companies took the big step in May. Subject to stockholders approval, General Instrument Corp., a components and semiconductor manufacturer, and General Transistor Corp., transistor manufacturer for the computer, military and entertainment fields, will become one. Dowry deal: Issuance of seven-tenths of a share of GI common stock for each outstanding share of GT common.

• Hupp Corp. is shelling out \$1.8 million for replacement and modernization at the Gibson Refrigerator Division, Greenville and Belding, Mich. Most of it will go for new machinery and equipment.

• RCA is going after "advanced style and engineering in a big way. Centers are being set up to develop "new concepts of design and technology for models as far ahead as 1970," President John L. Burns said. One of the reasons: "The increasing challenge from abroad."

U.S. STEEL'S SUMMER FUN NEWSPAPER SERVICE



Summer Fun Ad Mats from U.S. Steel

DAILY AND WEEKLY PAPERS can write for these free mats. But you can get many of them—and advice on using them—through EM Week's Ad Mat Service. See page 12.

THIS WEEK'S COLOR TV

MONDAY (All Times E.D.T.)

11 A.M. (NBC) The Price Is Right (Monday-Friday)
12:30 P.M. (NBC) It Could Be You (Monday-Friday)
10 P.M. (NBC) Steve Allen

TUESDAY

8:30 P.M. (NBC) Startime
9:30 P.M. (NBC) Arthur Murray

WEDNESDAY

8:30 P.M. (NBC) The Price Is Right
9 P.M. (NBC) Perry Como

THURSDAY

9:30 P.M. (NBC) Summer on Ice

FRIDAY

9:30 P.M. (NBC) Masquerade Party

SATURDAY

10 A.M. (NBC) Howdy Doody
10:30 A.M. (NBC) Ruff & Reddy
7:30 P.M. (NBC) Bonanza

SUNDAY

8 P.M. (NBC) Music on Ice
9 P.M. (NBC) Chevy Mystery Show

In Kansas, Utilities and Co-ops Turned Their Sights on Service

In that state, where five private utilities and 36 electric cooperatives live side-by-side in peace, meetings of the Kansas Farm Electrification Council usually produce some listenable discussion and—more often than not—tangible results.

This year, in Kansas Gas and Electric's brightly modern Wichita Auditorium, the council had plenty to say about appliance service and electric heating.

Setting the stage was KG&E Vice President Fred Kimball, who cautioned the council:

"Everyone's searching for a solution to the service problem, but it's a problem which knows no boundary lines and probably no exact program will solve it."

Taking the baton from Kimball, were six panel members representing all sides of the service spectrum—private utility, co-op, dealer, manufacturer. Each had faced the problem and each had a solution of sorts to offer. And before they left the stage, some verbal punches—velvet-gloved to be sure—had been traded.

"We serve 67,000 customers in 125 communities in four states and there isn't one complete major appliance service shop in our area," explained E. L. Pflug of the Joplin, Mo., Empire District Electric Co. "Not only are the facilities inadequate," he went on, "but they are inaccessible to most communities. Let's face it. Most dealers regard service as a necessary evil and they do as little of it as they can."

Largely in self-defense, Empire organized its own service setup. Last year, its eight shops and 16 service trucks repaired 4,260 small appliances and 10,250 majors—and lost \$51,000. "We've lost a half-million dollars in the past 10 years," Pflug admitted. "We tried to get dealers to handle their own service but that was a pipe dream."

Empire doesn't like its role as a servicing agency but realizes it must remain in the field for many years. Warns Pflug: "This is a problem between the electric industry and its customers. It must be solved if future growth is to continue."

Another speaker with much the same situation was John Frerichs of the Girard, Kan., Sekan Electric Cooperative Assn. "It became a lot easier for us to go out and do the repair work than to tell people we



THOUGHTFUL AND ATTENTIVE, the men at the meeting wanted to hear what other utilities, co-ops and manufacturers were doing about servicing.

would try to find someone who would go out," he explained. "We only handle what no one else in the area is handling, like ranges, water heaters and laundry units."

The co-op loses money on service each year, justifies this loss by saying, "Fast, emergency repairs make friends for electricity and for us."

One co-op, the C&W Rural Electric Cooperative, of Clay Center, Kan., follows a middle road. It repairs major appliances, but jobs out small appliance work to local agencies which are willing to offer a 10% discount.

Kansas Gas and Electric stays out of service completely. "We don't want to deprive the dealer of his service revenue," Industrial Relations Director Frank Eddins told the conference. "We think the loss of service revenue to a dealer could spell the difference between success and failure."

Eddins admitted he noted a recent trend among dealers to shirk their service responsibility, but added, "Service is too complex for our company to handle."

Speaking for the manufacturer,

Jack L. Chase, of Frigidaire's Wichita Division, thought the problem hinged on a lack of service people. "We as a group can do a great deal toward influencing young people on going into service. If we can do that, we are doing more than we are when we take away a dealer's service function."

"We, as a manufacturer," he continued, "are striving to build strong dealer service. Good service is a potent sales argument and dealers who don't handle their own service are losing contact with their lifeline—their customers."

If Kansas is divided over service, it's unanimous in its support of electric heating for the home. A trio of speakers—a user, a contractor and a manufacturer's rep—made that clear at the afternoon session.

"I'm more enthusiastic now than when I decided on electric heat," Louis Bierbaum, of Palmer, Kan., said happily. "Every contractor should get into electric heating," echoed Earl Yeo, a contractor himself. "Most Kansas distributors now have electric heating in depth," Denton Matteson, of American Electric, St. Joseph, Mo., added.

Through the Keyhole at EIA...

... came this pleasant 1960 sales forecast: Nine million radios, over six million TV sets, nearly five-million phonos, over six million auto radios.

In closed convention in Chicago, Electronic Industries Assn. opened the doors enough to pass out this cheering information and really not much else. The 40 individual meetings that go to make up an EIA convention were all privately concerned with their separate chores—many work on standards, definitions, technology and others on tax problems, legislative needs, industrial relations.

EIA President David R. Hull's annual report message picked out two problems as EIA's most important: The Walsh-Healey minimum wage act and Japanese imports. Both bear on a single problem: Prices.

Higher minimum wages run costs up; competitive imports cut the possibility of higher prices.

Hull was able to point to some effective EIA work in staying out from under the new wage legislation in some areas. His report on the import situation was not so happy. Taking off from a claim that Japan sells over half the transistor radios bought here, Hull said it's just the beginning. EIA's responses so far have been traditional: A petition to the Office of Civil and Defense Mobilization for an investigation of imports to see if they are a threat to national security, support of legislation on marking of imported products, and the urging of a "buy American" campaign on the members of EIA. Apparently, these enjoinders are not yet effective, though.

NEMA Tries Out Its New Look

And by the end of this week members should have a little bit better idea of how well it fits.

The new look was tailored last fall in Atlantic City when a thoroughgoing reorganization of the association resulted in the creation of eight divisions—or small associations—within the overall NEMA framework. The consumer products division which emerged at Atlantic City embraces product groups which were previously scattered through NEMA's then autonomous structure.

One obvious advantage of the reorganization as far as consumer products were concerned was the possibility of more comprehensive promotional programs. This week's meeting in Chicago will give members of the division a chance to see how the new organization has worked out—and an opportunity to attempt to work out promotional programs hard-hitting enough to satisfy all of the division's members.

Whether this can be done during the new division's first meeting is something of a question. Some big member-companies have been openly critical of previous association efforts in promoting appliances and the criticism had reached the point where some firms were talking of secession from NEMA. Most members hope that the new look hammered out last fall will enable the group to work out its problems within the framework of NEMA itself. Against this background, and considering that this week's meeting will be the first held by the new consumer products group, it was easy to see why more than one member was inclined to call the Chicago meeting "historic." Just how much history will be written at the Edgewater Beach, however, was a question no one could answer.

They're Not 'Shook' Over Masters' Opening

The reaction among Fort Lauderdale, Fla., dealers to Masters' second discount store in that state was confined to: "The pie has been cut just a little thinner."

Most dealers reported they had shopped the new outlet the first two days and said public turnout for the new store had left them unimpressed. They all asserted their sales had not been affected, yet, but it was too early to tell.

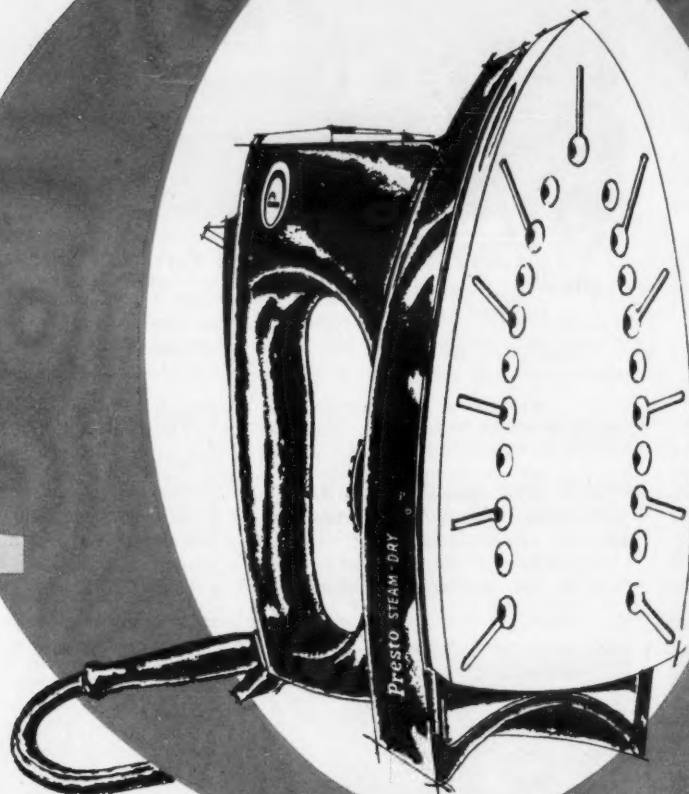
Masters' location is just inside the southern limits of the city—the exact opposite direction from the area in which the vast majority of homes and retail outlet construction has taken place during the past few years. But the area surrounding the new discount outlet offers little competition to it for some distance northward to the center of the city.

This could be a deterrent, some dealers thought, to those customers intent on shopping around. But it wasn't necessarily one, others remarked, because "everyone has a car," and "low price is an attraction anytime, anywhere."

MARION ZINK, council chairman, opened the conference.



Presto!



"They copied all they could follow,
But they couldn't copy my mind,
And I left 'em sweating...
A year and a half behind"

—KIPLING

Innovation *plus* Quality...

in the first steam-dry iron with 21 operating steam ports!

In steam-dry irons, too, Presto IQ opens up exciting new sales and profit opportunities for you! For Presto is first with the features your customers want most. *First* with the tap water steam iron, and now, *first* with 21 steam ports...*first* with a leak-proof, corrosion-proof one piece handle and tank! But these are just a few results of Presto IQ working for you in electric housewares. Look at Presto's record:

- **First** with the electric pressure cooker
- **First** with the family-size deep fryer
- **First** with the electric skillet
- **First** with the submersible coffeemaker
- **First** with a family of eight "probe" appliances
- **First** with a portable electric oven using a removable heat control

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PRESTO®

NATIONAL PRESTO INDUSTRIES, INC., EAU CLAIRE, WIS. • IN CANADA: PRESTO DIVISION—GENERAL STEEL WARES, LTD., TORONTO

A New Offer For Dealers

CONTINUED FROM PAGE 1

be merchandised under the Vornado label.

The entire program is Hubschman's answer to price competition.

As he explains the deal, a large company must look to earn between 8 and 9% after taxes. So, when the distributor buys a toaster, which would retail at \$19.95, for roughly \$10, two of those dollars, according to Hubschman, are slated for the large manufacturer and Uncle Sam.

With Vornado, the retailer can—for the first time—sell a traffic appliance at a cheap price, at a saving to the customer and still get a profit, Hubschman said.

"One more step has been eliminated," explained Hubschman, "the distributor."

"In most cases the dealer will earn the normal distributor mark-up. This will vary. There will be less in more competitive areas."

Using that same \$19.95 toaster, here's how Hubschman figured a dealer selling Vornado exclusively in Tennessee might fare:

Normally, the price to the dealer for the national brand toaster would be \$13.50 or, if his credit was good, about \$12.85. At the same time, the distributor paid about \$10.45.

By buying Vornado direct and eliminating the distributor, the dealer can—roughly—get that toaster for \$10.45 and sell it for \$14.95.

The lever in the whole deal is Hubschman's retail organization



That Coffeemaker Was Gold Plated . . .

THE REASON for the rich touch was a dinner honoring Frank W. Heppert, left, who recently retired as eastern regional sales manager for Hamilton Beach. Arnold Wolf, vice president and general manager, made the presentation.

which can move merchandise in quantity. Because of this, Hubschman maintained, he can't be baited by big orders from other stores.

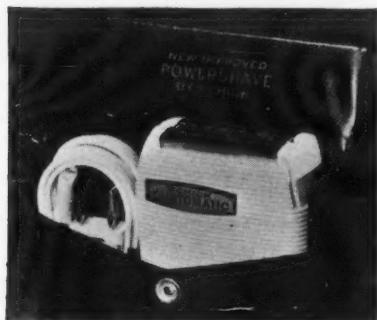
With 100 dealer organizations Hubschman expected 12-month sales of approximately \$10 million.

"Selection is the most important part of this program," Hubschman

said. "We want dealers with credit."

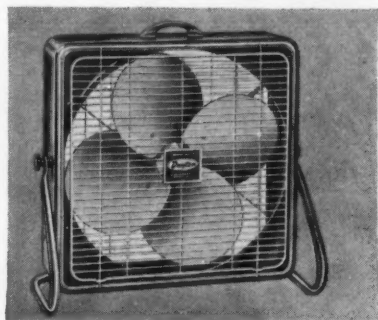
Vornado is not offering advertising money, expecting dealers to put in their own money.

The company will spend a limited amount for national advertising this fall, however, and 2 Guys will pour money into its own trading area to promote Vornado.



SCHICK Shaver

Schick's 1960 Automatic shaver for men who do not need 3 different speeds has a 3-way adjustable head that adjusts shaving angle to fit any beard; on-off switch; flip-top travel case; ac-dc, 110v. Price, \$22.50 Schick Inc., Lancaster, Pa.



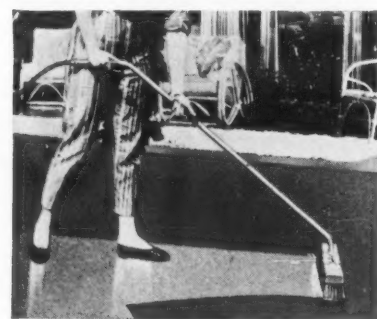
DAYTON Fan

Dayton's 20-in., 2-speed all-purpose fan can be used as an air circulator or room ventilator; adjustable head rotates 180 degs. on tubular steel base; 4-wing blade; 1/15-hp motor; charcoal enamel cabinet. Dayton Electric Mfg. Co., Chicago 12.



SYROCO Clock

This battery-powered wall clock has genuine SyrocoWood case, metalgold or white with gold. Price, \$33. Syroco Inc., Syracuse 2, N. Y.



TITAN Spray-Scrubber

The Titan Spray-Scrubber is de-shingling, porches and other areas. around the house, garages, patios, basements, driveways, exterior shingles, porches and other areas.

It fits your present garden hose regardless of style or size to sweep,

scrub, clean and rinse in a single handy operation, eliminating the hose, pail and broom method.

Made of lightweight aluminum tubing shaped to a convenient work angle. Features include a fingertip water-flow control placed near top grip. This slide control lets you select the water flow rate that fits each cleaning situation. The business end of Spray-Scrubber combines Titan's brush and jet spray head. The brush is 16 in. long with polystyrene bristles set in hardwood. Bristles resist acids, alkalis, gasoline oils and kerosene. Jet spray head is positioned so water is impelled to either edge of brush. Water is scientifically controlled so no splash or splatter gets beyond edge of brush.

Price, \$9.95. Replacement brushes, \$3.95. Titan Sales Corp., Dept. T-73, Buffalo 10, N. Y.



WESTINGHOUSE

Xmas Bulbs

"Gayety," a new design for Xmas bulbs, features a round shape. When unlighted resemble traditional polished tree ornaments. Available in red, blue, amber, green and fuchsia; have the C7½ size base for use indoors as well as out. 27¢ each. Westinghouse Electric Corp., Lamp Div., Bloomfield, N. J.

Other New Products on page 18.

ELECTRICAL MERCHANDISING WEEK

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For 1961 RCA Places Its Bets Solidly on Size, Style, Service

CONTINUED FROM PAGE 1

performing, most reliable, easiest to service TV product available today."

The 13-model color line was reported last week. RCA, as did Motorola, is holding its stereo offerings for later in the year showing.

RCA's 19's and 23's are bonded tubes—with safety glass fixed to tube face. A three-model series of 19-in. table models starts at \$199 and includes a not-priced wireless remote model. RCA's remote changes channels, provides on-off and four volume levels, and turns the power completely off.

A \$169 17-in. leader is added to the three Sportabout portables shown earlier in the year. One of the latter also carries remote.

Five 21-in. models—two tables, two consolelets, one console—further the trend to keep conventional sizes on the market.

An 18-model 23-in. series, again without lists, is topped by three super consoles in the \$800 to \$1,400 class. The three mark RCA's entry into very high-end furniture and document its long-rumored marriage with Henredon cabinetry. All three have wireless remote control and folding doors as standard equipment. The Cherbourg, a low-boy in walnut veneers and solids, matches Henredon's handsome Circa 60 group and opens furniture and decorator business to RCA.

In radio, RCA is out after FM market with two FM-only sets—the leader carrying a "retail guide price" of \$39.95—and two AM-FM sets with "retail guide prices" of \$54.95 and \$79.95, latter with AFC.

Vice President Ray Saxon forecast an FM boom this year to 750,000 units, up from 500,000 of last year and 175,000 of 1957. He said RCA's FM sales were up 40% in the first quarter compared with last year's comparable period. He "expects to accelerate production well beyond early estimates." The FM-

only models are firsts for RCA.

The new TV tuner tube—the nuvistor—was introduced 14 months ago by RCA's tube division, and was called by D. Y. Smith, vice president and general manager, the most significant breakthrough in miniaturization of vacuum tubes. Nuvistors are small, metal, vacuum tubes.

He predicted then that nuvistors would first show up in tuners of 1961 TV sets—but that the new assembly technique could significantly reduce sizes of 90% of the tubes used in TV and radio. Triodes come down to ½-in. size; tetrodes to ¾-in.; and power tubes to an inch-and-a-quarter including top cap. Ten to 12 tubes in a 16-tube TV chassis could eventually be replaced by nuvistors, he said.

At that time, RCA had not yet applied nuvistor technique to high-voltage rectifiers or to damper tubes but "could and would."

Nuvistors, RCA said, eliminated most of the natural causes of tube failure. Most failure is traceable to microscopic tolerances in assembly of conventional glass vacuum tubes.

The resulting assembly, inside a metal jacket, is more rugged than a glass vacuum tube assembly, draws less power input, has greater stability during warmup, gives lower signal-to-noise ratio, and lets off far less temperature.

Heat is the clue in tuner application, RCA said. Conventional tuner tubes get red hot, can't be handled by servicemen, give set designers a problem. Because tuners are hot, they can't be integrated into the chassis and must be out-rigger components.

Cool nuvistor tuners, RCA said, can now be integrated and shifted as the set designer wishes. And with heat no longer a problem, cheaper plastics might be used in cabinetry, bringing down set cost.



TYPICAL of RCA's new line of Henredon models is the 23-in. Wellington.

WORLD APPLIANCE NEWS

- Japanese transistor radios are slated for export again, and though quotas aren't fixed yet, control measures are set.
- A new Venezuelan plant will manufacture Hupp Corp. appliances, put the company in touch with a growing market.
- British manufacturers are prodding their counterparts across the Channel to join forces in an all-European trade group.

TOKYO (McGraw-Hill World News)—On Wednesday, the Ministry of International Trade and Industry is expected to reopen transistor radio exports.

MITI will first set up trade control at point of export by checking shipments of trading firms. Later, when quotas are set, control will extend to manufacturers.

Though quotas are not fixed yet, they will probably turn out to be a little higher than actual exports to U. S. and Canada in 1960.

The manufacturers are still putting up a battle against MITI to win higher quotas than trading firms are allowed, but it looks as if MITI is not giving in.

Last week, MITI took an interim measure to license those whose applications were in before May 10, when all licensing was halted.

Japan Electronic Industries Assn. announced last week that radio production was continuing at about one million units a month.

As for television receivers, JEIA reported that the boom had passed its peak. In March manufacturers' inventories hit the 130,000 units per month mark.

Monthly production, however, still kept pace at over 300,000 units. Reason: Government economic planning board forecasts a big increase in Japan's viewers.

LONDON—British domestic appliance manufacturers are pushing trade contacts with Europe as part of the policy to help provide a bridge between the countries of the "outer seven" and the "inner six," according to the British Electrical and Allied Manufacturers Assn.

BEAMA, whose 400 members control over 80% of U. K. electrical product output, arranged a series of meetings here this month for the Conseil European de la Construction Electro-Domestique (CECED), which presently represents appliance companies from West Ger-

many, Italy, Benelux, Switzerland as well as the U. K. CECED provides a link between Common Market domestic electrical appliance makers and BEAMA.

Upshot of the meeting was an invitation to manufacturers in Finland, Sweden, Denmark, Austria and Norway to join CECED in forming a group to represent the electrical industry in all major West European countries.

The proposed alliance is intended to be a forum for discussion of common problems, including technical and tax information, as well as facilities for interchange of information and statistics.

M. Coite, French president of CECED, said he hoped the invitation to form such a group would be only the beginning of a new era of industrial cooperation in Europe.

BERLIN—Electrolux refrigerator exports to the U. S., through Borg-Warner, "increased considerably" last year, according to Electrolux AG of Stockholm, Sweden.

For 1960, Electrolux expects to sell more than one million refrigerators in England alone, more than ever in the U. S.

Last year's success allowed a three-for-one stock split and 9% dividends. Total sales amounted to approximately \$128 million.

VALENCIA, VENEZUELA—Ground breaking for a new appliance plant here is scheduled for June as part of Hupp Corp.'s plan to supply a growing Latin American market.

A newly formed Venezuela company, Industrias Integradas S. A., is licensed to manufacture Hupp's Gibson brand refrigerators and room air conditioners, Perfection brand gas ranges, and certain kerosene cooking stoves. Hupp feels that a Venezuela source of supply will afford significant freight savings for Hupp International's south-of-the-border dealers and distributors.



Norge Bats in the Hot Stove League

HOTCAKES BY THE HUNDREDS helped Lima, Ohio's South Side Plumbing and Heating move 26 Norge units during a recent 30-hour marathon sale. Cooking the flapjacks—they were served at a breakfast midway through the 30-hour promotion—are Mary Woods, left, of Gerlinger Equipment Co., the Norge distributor, and Eleanor Lisk of the West Ohio Gas Co. Both the Gerlinger Co. and West Ohio Gas helped dealers Ray and Ralph Lippincott stage the promotion.

New Shakeup For Philco

Continuing emphasis on role of marketing in industry today is cited by company as explanation of new moves

Today the company will announce reassignment of four top executives in a personnel realignment which is expected to have repercussions throughout the company's marketing structure.

The key move involves Vice Presidents Henry Bowes and Robert Urban, the latter a relative newcomer at Philco. Bowes will shift from vice president, marketing, to vice president and general manager of consumer products. He assumes the title and all functions (except marketing) previously held by Larry Hardy. Taking over marketing is Urban, who has been an assistant to Bowes.

Hardy becomes vice president in charge of public relations and PR Director Robert M. Jones becomes director of personnel.

Philco officials explain the move as part of a continuing program "to put the right man in the right position." They also emphasized the vital role of marketing in today's corporate picture, pointing out that assignment of Urban to the top marketing post confirms the importance attached to that function.

Although the shifts above were confirmed by the company, officials were not able at EM Week's press time to spell out all of the exact changes in responsibilities and titles which are expected to follow in the wake of the top-level changes. It is expected, however, that the following will end up with either new titles or new jobs or perhaps, in some cases, both: Jack Kane, Bob Theis, Fred Ogilby, Gib Kennedy, Leonard Gross and Bruce Lambert.

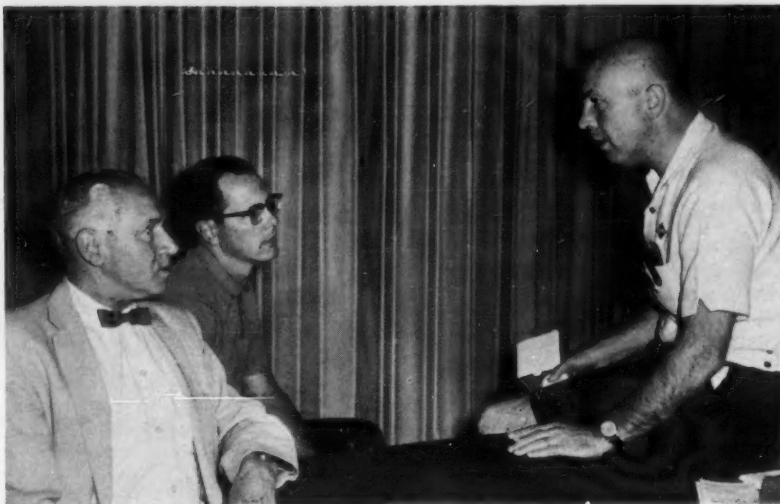
PGW's Future Still 'Uncertain' After Hearings

Despite all the hurly-burly, it appears that the city-owned Philadelphia Gas Works will still be run by the United Gas Improvement Co., but under a tighter rein from City Hall.

That much seemed to develop from the final day of the hearings last week in Philadelphia when City Managing Director Donald C. Wagner took a dim view of the city's taking over direct operation of the utility.

And a source close to the city council said there is "likely to be no change in the company operating the utility. UGI is likely to continue, but under a more strict contract giving the city a lot more control."

The case was not open and shut, however. Councilman Henry P. Carr, committee chairman, made that clear when he told EM Week that "We have gathered valuable information (14 volumes to date) which will aid the council either



Coming: Nationwide Serviceman Training...

PROGRAM TO BE RESEARCHED, organized and presented as a package by the Appliance Parts Jobbers Assn. to vocational schools, leagues and utilities was approved by APJA members at their Las Vegas convention. Features of this most ambitious of APJA's projects will be covered in the June 13 issue of EM Week, which attended the Las Vegas meeting, and photographed, from left, Association Secretary-Treasurer W. L. May, newly re-elected APJA President Kenneth Adler and Service Training Committee Chairman W. H. Graham at post-session huddle discussing potential for the service training program.

Government Goes After Purifiers; Makers Say They'll Be Cleared

U.S. Health-Education-Welfare Secretary Arthur S. Flemming is considering issuing a warning to the public not to be misled by health claims made by some manufacturers of air purifiers. His statement would cap a number of seizures made by the Food & Drug Administration in recent months and a series of tests run by FDA and the Public Health Service.

Six brands of purifiers have been seized from a Washington, D. C., store. Not all have been tested, but the FDA already says that none do what the labels claim. Generally, the labels claim purifiers are something like 99% efficient in removing dust and pollen, afford substantial relief to asthma or hay fever sufferers or kill airborne bacteria.

Some of the purifiers seized dispense ozone. Others have electrostatic or activated charcoal filters. The federal experts say nothing is wrong with the principle of filters, but none of them is big enough to live up to advertising claims. As for ozone dispensers, experts claim they would be harmful if they put out enough ozone to clean the air effectively.

Manufacturers disagree sharply

in negotiation for a new contract with United Gas or in deciding if the city, or a third party, should run PGW."

The city's current contract with UGI expires at the end of 1962. Normally, a contract of this size would be negotiated at least a year ahead.

"We could operate PGW," said Wagner while explaining why the city would rather not, "if called upon to do so, but there are aspects of the gas utility which give it the nature of a private operation."

Wagner saw these major deterrents to city operation:

- The competitive situation that makes promotion and merchandis-

ing, in which profit motive is a strong incentive, essential.

But what really makes them angry is the possibility that the government or the American Medical Assn. will scare the public with a general warning before the purifier investigation is completed, before all the facts are in, and before manufacturers have had a chance to present the results of their own tests.

Manufacturers told EM Week that they were bending over backward to cooperate with government-suggested advertising changes. Moreover, several companies have had purifiers tested by leading universities and research labs and found that, far from being harmful, purifiers do clean the air and help allergy sufferers.

Companies involved in litigation with the government feel that they will be cleared. "How can over 150,000 grateful users of our purifier be wrong?" is the way one company president put it.

ing, in which profit motive is a strong incentive, essential.

- The higher level of salaries of a private utility as opposed to city employees.
- The possible loss of "a resource of broad experience in the field."

The present probe, stemming from charges of waste, mismanagement and favoritism involving the Caloric Appliance Corp., is not the first time PGW operation has come under fire in its turbulent history.

In the current dispute, City Controller Alexander Hemphill charged that PGW froze the Tappan Co. out of the market while handing Caloric a virtual monopoly.

Now Hi-Fi Has Echo

Aided by Hammond, Zenith and Philco reverberation systems gain still more realism by adding concert-hall echoes

If it hasn't been coming fast enough for you, there's still a new degree of realism in store for the sound market this fall. Philco calls it "Reverbaphonic" sound; Zenith calls it "Reverba-Tone."

The two developments are essentially the same. Philco Phono Merchandise Manager Len Gross says there's a slight difference: "We've got it now." One console with the reverb unit is in production, will be in distributor hands for open houses within ten days, and will be available to dealers by June 15. Zenith says theirs "is scheduled for introduction early next month."

What reverb systems do is add concert-hall echoes to sound whether the sound is mono or stereo, high or low. As Leslie J. Wood, Philco's vice president for research and engineering, pointed out, some sound in a concert hall bounces off walls and ceilings while some comes straight at you. The bounced sound is delayed in getting there—it reverberates. In recording there is no bouncing, no delay. Reverb systems put the delay back into recorded sound.

Reverbs are different from stereo since they do not depend on tracks of sound, or split sound, on a recording. Reverbs simply tap off part of the total sound before it gets into the phono's main amplifier, delay it slightly. Result: A slight echo and a richer total effect.

Reverberated sound is very demonstrable. Philco's set has a switch with four reverb positions to fit any taste. Like switched stereo, it can be heard instantly. But also like stereo, it would be difficult to explain. Philco provides a remote demonstrator switch for dealers.

Reverbs are expensive. Product Planner Armin Allen would not say just how much cost reverbs add to a standard console. He said only: "It's a rather expensive proposition."

Philco will include reverbs as standard equipment in its 1961 stereo line in models above \$300. Allen says: "It comes in where the better amplifier, better speakers, better furniture come in—in units with at least 22 watts music power and above."

Physically, the reverb is two long spring-like wires mounted in a rack about 18 inches long. And a reverb has its own extra amplifier. Philco will mount its reverb units at the bottom rear of consoles whose backs are cut out so that the reverb may be seen and shown.

Philco had reverberation systems five years ago, but they were not practical. Hammond Organ has a practical system. Philco's current system is a "joint Hammond-Philco development."

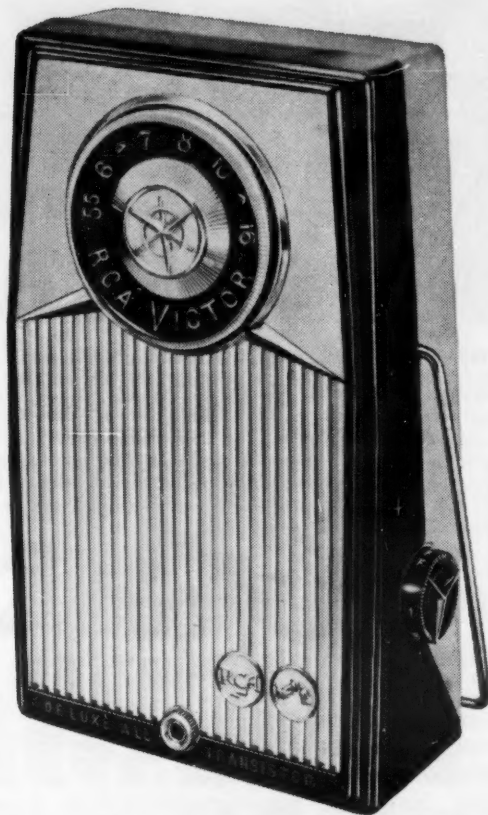
Translated, that means Hammond's system added \$200 to the cost of a standard Hammond organ. It also means Philco "taught 'em how to make it cheaper." Philco buys its reverb units from Hammond and so can any one else.

It'll be a snap to wrap up extra sales on

RCA VICTOR TRANSISTOR PORTABLE RADIOS

with this attractive

BEACH BAG and ACCESSORIES PREMIUM OFFER!



Summertime is RCA Victor portable radio time! And this year an exciting Beach Bag and Accessories premium offer will further stimulate sales of the world's most popular portable transistor radios.

Given *free* with the purchase of any RCA Victor transistor portable radio, the beach bag contains a Cannon beach towel, sunglasses, Coppertone suntan lotion and a comb. The bag can be inflated to form a beach pillow.

Even without premiums, RCA Victor portables... packed with sales-making features... practically sell themselves.

See your RCA Victor Distributor soon! He'll help you plan and set up this Beach Bag promotion—designed to make it a snap for you to wrap up extra sales on RCA Victor transistor portable radios.



The Most Trusted Name in Radio

RADIO CORPORATION OF AMERICA





G-E Gives Trophy . . . And That Ain't Hay

WINNER OF "THE TEXAN," a race at Churchill Downs, Ky., in honor of 100 visiting Texas builders and their wives, was "Addie Belle," owned by Mrs. Louis Schwitzer Jr., of Carmel, Ind. Presenting the G-E trophy to Mrs. Schwitzer is I. P. Pruitt, left, manager-Dallas, Tex., sales and distribution district, who made the trip with the builders to Appliance Park. Looking on in the foreground are Mr. Schwitzer and jockey Braulio Baeza. Left to right, rear, are G-E men R. E. Brogan, J. J. Clarke and J. H. Engstrom.

When Will You Be Selling Thermoelectric Appliances?

Maybe sooner than anybody thought. A new product could push thermoelectric heating and cooling off the drawing board and into the showroom

Appliance makers' plans for refrigerators, heat pumps, and combination cooler-cookers with high efficiency and no moving parts have been held up largely by the high cost of thermoelements—metallic materials built into tiny devices which convert electricity directly to either heating or cooling energy.

But now a new material, called "Neelium," is on the market at a cost which the manufacturer claims fits pocketbooks of appliance makers and competes with compressor refrigeration and heat pumping.

A new company, General Thermoelectric Corp., Princeton, N. J., joint

subsidiary of a U.S. and a Canadian electronics manufacturer, plans to have mass quantities of Neelium ready for delivery to American manufacturers in July. A few appliance makers already are interested and General Thermoelectric hopes its sales and engineering activities will produce substantial orders by the end of the year.

A do-it-yourself kit, containing all devices necessary for thermoelectric laboratory experiments, is now being distributed by the new company. General Thermoelectric hopes the kit will give impetus to the use of thermoelements in the design of new heating-cooling products.

If Neelium catches on, and appliance manufacturers find that it rates approval, it could very well mean that people who set time schedules for revolutions in home appliances have underestimated once again.

NICB Speakers Give Vote Of Confidence to the 60's

Down the line, businessmen found reasons for continued growth in the new decade

For two days high-priced executive talent spoke to high-priced executive talent. After examining various aspects of American economic development in the next 10 years, they all came to the same conclusion: Good times were ahead.

The third annual economic conference of the National Industrial Conference Board spent its time at New York's Waldorf-Astoria providing sturdy reasons why the Soaring 60's should soar, or at the least, be prosperous.

Wryly admitting that the home laundry industry began the Sizzling 60's with a 7% decline in the first quarter, Fred Maytag of Maytag told fellow executives he saw an opportunity for substantial but not explosive growth in the next 10 years. Maytag's estimate for his own industry: A 30% increase in sales, which just about matches the decade of the 50's.

Barring a "disastrous battle of giants for the market," and hoping for a reasonably favorable economic climate, Maytag predicted a "good" profit outlook.

He did not foresee any dramatic changes in appliances and took a couple of pot shots at the future of supersonic washers. And he refused to go along with predictions that the public would turn heavily to combinations.

"I don't anticipate the total replacement of the other types," he explained, "but I believe there will be growth in combination sales."

In electronics, Donald C. Power, chairman of the board at General Telephone & Electronics Corp., pointed out that in the entertainment side of the industry, annual volume jumped 70% in a decade, passing \$5 billion last year.

Power predicted the total will hit \$6.7 billion by 1965 and \$7.5 billion by 1970. The growth, he said, will come from new concepts in television set design, more second-set homes and continued increases in high fidelity and radio.

As a whole, Power's figured the industry would be doing more than \$27½ billion by 1970.

Matching and helping to insure figures of that proportion will be the growing number of consumers and labor force. From 1965 to 1970, the consuming scene will be dominated by "newlyweds," predicted Ernst A. Dauer, director of consumer credit studies for the Household Finance Corp.

The needs accompanying a high rate of family formation would stimulate consumer credit—particularly time-payment plans—and the sale of certain major appliances, radios, phonographs, TV, housing and furniture, according to Dauer. By 1970, he predicted a 60% increase in consumer installment debt.

"A corollary of innovation is obsolescence," Dr. Guy Suits, General Electric vice president and director of research, explained. But he pointed out that a technical revolution doesn't necessarily kill an older industry. The example he cited was the discovery of the transistor.

The net result of the technological shuffle, according to Suits, has been completely new markets for semiconductor devices, and some obsolescence in some types of electron tubes. But there's been net growth in the electron tube business as a result of technological innovation in the older field.

"So in this typical example of a technological shuffle, nearly everyone wins," Suits said.

What more could possibly be ahead? With the new tunnel diode G-E claims that a real Dick Tracy wrist watch radio could be built.



DATELINE: EUROPE

British Dealer Is Happy With His Share

By LAURENCE WRAY, EDITOR

The third in a series of weekly reports written on the scene in Europe

Although the British dealer has been forced into retailers' cooperatives or voluntary purchasing groups to enable him to concentrate on selling and to enable the wholesaler to concentrate on buying, the small dealer is far from being unhappy at the moment.

As we pointed out in our first column (May 16), the ending of government credit restrictions just a year ago, together with the reduction of the purchase (or excise) tax from 50% to 25% on white goods, provided a dynamic stimulus to consumer buying.

On the other hand, the ending of government restrictions on installment credit—which were along the lines of our wartime Regulation W—has brought some worried head-shaking among the financial fraternity. Ralph Dawson, director of the Mercantile Credit Co., a large finance house, bluntly warns dealers not to be bitten by the turnover bug. He points out that installment

paper outstanding had just about doubled during the year past when restrictions were lifted. Prior to that time installment credit (they call it hire-purchase) sales required a 33 1/3% minimum of two years. The customer could also choose the "short term credit sale" in which the entire payment was due in a nine-month period, comprising nine monthly or 38 weekly payments. The only other alternative was renting where at least four of the rental installments had to be paid in advance.

Before credit restrictions were lifted, naturally most customers chose the short-term credit sale. But, because the customer's only equity was the first payment, the method led to flurries of arrearages, repossession and the like. When restrictions were lifted, most dealers promptly reduced down payments to 10% or less and extended terms to as long as three or four years. It's that kind of selling that is giving ulcers to

the conservative financial gentry. Hence the ominous warnings to dealers to make sure that their customers have a healthy down-payment stake in the appliance.

Retail competition is tough, like competition among manufacturers. The only detailed breakdown to be published (the 1957 census) shows the following totals (in millions of pounds) for various types of dealers:

Type of Business	1957 Sales	
	Electric Appliances	Radio-TV
Electrical and Radio Dealers	50.9	118.6
Electricity Boards (Utilities)	31.4	1.2
Consumers Cooperatives	9.7	7.4
Furniture Stores	4.5	13.3
Department Stores	7.5	5.7
Bicycle and Radio Shops	2.7	9.4
Hardware Stores	3.7	10.8
Door to Door Sales	1.2	1.6
Other Types of Outlets	14.9	4.6
Total	126.5	162.6

Obviously, in Great Britain the electrical appliance-radio dealers take the lion's share of the business, but the utilities are an impressive factor—far beyond the situation that exists in the U. S. And when you consider the fact that they are nationalized—that in effect the government is competing with its own retailers—think of the howls this situation would cause here.

A DISTRIBUTOR SALESMAN says

'Lay in the Aspirin For Conventions'

Along about this time of year, many distributors start taking Bromo Seltzer and laying in a stock of aspirin as they go into late spring training for the TV distributor conventions slated to begin in June and July.

By the time the President (of the TV manufacturer, that is) throws the first curve ball (usually at a complaining distributor) to open the new television season, most distributors have gotten themselves into pretty good shape for the contests that lie ahead.

There are some distributors who take a vacation before the three-day conventions open so as to be in condition to last through to the end. Others go into an extended practice of seeing musical shows on Broadway and staying up into the wee hours of the morning while keeping on a rigid diet of alcoholic beverages and fried, rich and creamy foods.

Preparing for a convention is no longer the simple matter that it used to be years ago.

There was a time when a distributor went to a convention and was ushered into a meeting hall where each model of the new line was presented by the top sales brass of the factory.

This primitive, if direct and forthright method is fast disappearing. It is falling victim to the drum beaters, the razzle-dazzle boys, the snake oil pitchmen and the carnival players who seem to be imbued with "the hand-deceives-the-eye" and the "it's-more-to-be-fooled" approach in staging the new, the modern, the colossal, the titanic, the pyrotechnical and amazing distributor conventions of today—all set to music.

It would seem that what is needed today to have a successful convention is not a good product or merchandising program but to have Rodgers and Hammerstein write the musical score for the presentation.

Or better yet, if you can get Marilyn Monroe to pull the curtain unveiling the new 1961 models as she lifts her dress ever so slightly above the knee, BROTHER, the sets can have the old round 10-inch picture tube and nobody would care. Nobody, that is, except the poor distributor.

If someone should ask "what ever happened to vaudeville?" you now have an answer. It has been revived in another form—television and appliance distributor conventions.

Unemployed Broadway directors, refugees from Arthur Godfrey's Talent Scout program and never-made-it chorus girls no longer need to find honest ways to make a living. They can now go on the stage again appearing in distributor conventions musicales.

Well, effective drama and showmanship have, at times, proven to be the highest form of salesmanship.

However, I am just wondering whether the kind of musical con-

ventions held today actually do punctuate and heighten the sales message so as to make it more effective.

Could it be that they are being produced, and judged, in the tradition of "show biz" with the emphasis on theatrical polish rather than sales impact?

Instead of the means (musical dramas) serving the end (delivering a powerful sales message), I'm

wondering if the means hasn't become an end in itself, if the tail isn't wagging the dog.

The convention musicale seems to be putting such heavy emphasis on form and not substance that many a distributor walks away with a sense of being vaguely entertained but not educated.

Selling the sizzle and not the steak is a time-proven success formula for many promotions. However, when the promise held out by the sizzle is not fulfilled by the steak, or when there is too much sizzle and too little steak, a distributor will leave a convention hungry and dissatisfied.

After the curtain has fallen, the confetti blown away and the sound of music only an echoing memory, the distributor is left with a price sheet, an order form to fill out and

a most peculiar feeling that maybe, after all, the hand is quicker than the eye—a tired, red-rimmed eye squinting through the smoke-filled convention hall.

I don't mean to suggest by all of this that all musical conventions are this way. I'm probably among the unfortunate few who have only attended the "show biz" type convention musicales where the impression I carried away was not of the terrific features of the new TV chassis but of the chassis of the chorus girl who danced in front of the sets.

ABOUT THE AUTHOR—The creator of this column is a well-known distributor sales manager who, for obvious reasons, doesn't want to be identified. His free-wheeling comments will appear here each month.

27th in a series of weekly Gibson messages to all appliance dealers

GIBSON'S HAWAIIAN JET HOLIDAY SWEEPSTAKES

THE "ACTION AT RETAIL" PROMOTION THAT WILL WORK FOR YOU!

Phase three of Gibson's giant Hawaiian Jet Holiday Sweepstakes has just closed. Five more lucky consumers win Pan Am luxury jet trips for two plus a free jet trip for their Gibson Dealer. This is the promotion that is sending thousands and thousands of prospects to Gibson Dealers across the country—the promotion that will produce "action at retail" for you! The winners to date, as determined by The Reuben H. Donnelley Corp.:

WINNING CONSUMERS	PHASE 1 WINNING DEALERS
Miss Rena Van Klompenborg Orange City, Iowa	Kalsbeek Brothers Orange City, Iowa
Mr. Roy Walker Ridgeville, Indiana	South Side Refrigerator Portland, Indiana
Mrs. C. W. Scott Lindsay, Oklahoma	Swap Shop Lindsay, Oklahoma
Mr. Giles A. Eldred Rock Island, Illinois	Andich Furniture Company Rock Island, Illinois
Mrs. Walter Schroeder Graytown, Ohio	Ory Appliances Elmore, Ohio
PHASE 2	PHASE 3
Mr. and Mrs. Charles Cinquemani Brooklyn, New York	Best Housekeeping Manhattan, New York
Mr. and Mrs. McGarry Midwest City, Oklahoma	Bob Keating Midwest City, Oklahoma
Mr. and Mrs. Earl Lane Dayton, Ohio	Barnet's of Bellbrook, Inc. Dayton, Ohio
Mr. and Mrs. William Supernaw Charlevoix, Michigan	Puff's Appliance Charlevoix, Michigan
Mr. and Mrs. Gene Bell Inez, Kentucky	Triplitt Appliance Company Warfield, Kentucky
Mr. and Mrs. Francis C. Booth Flint, Michigan	Greenley's, Inc. Flint, Michigan
Mr. and Mrs. Wm. H. Rasmussen Chicago, Illinois	Smithe & Shanahan Chicago, Illinois
Mrs. Betty McDowell Providence, Kentucky	Williams Sales & Service Providence, Kentucky
Mr. and Mrs. Willard E. Burton Indianapolis, Indiana	Dillman Furniture Greenwood, Indiana
Dr. and Mrs. John Adams Milford, Connecticut	Glazer's Milford, Connecticut

Two more phases remain—twenty more consumer winners plus ten more free jet trips for Dealers. Watch for the new power-packed display kit in the mail to all Gibson Dealers now. Make your store the headquarters for Gibson's Hawaiian Jet Holiday Sweepstakes.



WANT TO HEAD FOR HAWAII BY JET?

get going...get

Gibson

Gibson Refrigerator Division of HUPP Corporation, Greenville, Michigan

EM WEEK'S THIRD
BIG FREE AD SERVICE
GIVES YOU ALL YOU
NEED FOR



**SHOP
HERE FOR**

Summertime Selling

Summer can mean sales as well as a vacation for you.

One sure way to boost summertime selling is to identify your store as headquarters for the necessities and "extras" that add up to warm weather fun and comfort.

These distinctive ad mats are the tools you need to build that identity. For tips on how to use them, see page 14.

It's easy to order these mats—and they're free. They're offered as an exclusive EM Week service. And they're supplied free through U. S. Steel, as an extension of that company's promotional efforts in consumer durables. To be sure you get your set of summer selling mats promptly . . .

Just fill in the form on the next page. We'll send you your mats by return mail.



HEADQUARTERS

B



C



D

EVERYTHING
for the
**OUTDOOR
CHEF**



E

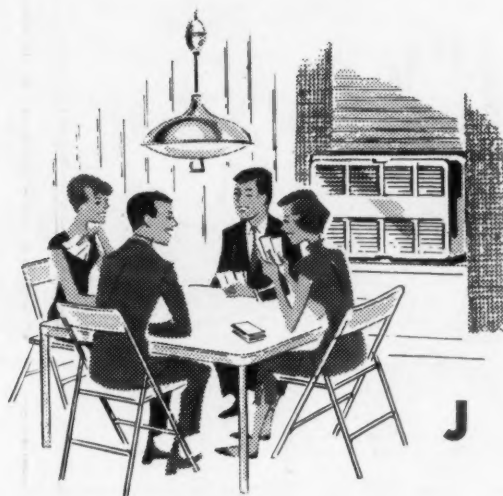
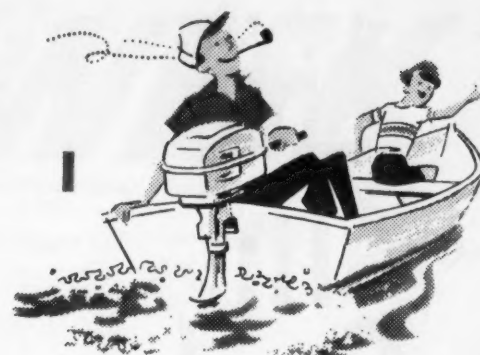


F

SUMMER FUN



A



YES, I CAN USE THESE MATS

Please send me a set of the mats illustrated on these three pages. I understand this is an exclusive EM WEEK service for its readers and that there is no charge for these mats. Send them to:

YOUR NAME _____

STORE NAME _____

STREET ADDRESS _____

CITY _____ ZONE _____ STATE _____

After you've filled in this form, mail it to

EM Week's Ad Service
330 West 42nd Street, New York 36, N. Y.

AD SERVICE FOR SUMMER TIME SELLING

CONTINUED FROM PAGE 13



M

Live
in
Cool
Pure
Air

Summer Comfort

HEADQUARTERS

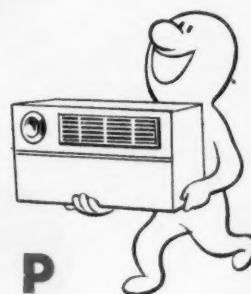
N

your

Coollest
home improvement



PURIFY THE AIR YOU BREATHE
WITH A



R

HOW TO USE THESE MATS. One way is shown at the right. Use it as a guide, if you like. But don't be afraid to experiment.

1. If your newspaper is printed offset or if you're using the mats for direct mail, simply give the illustrations on these three pages to your printer. He can make up ads directly from them.

2. If your newspaper is printed letterpress, as in most places, you'll need mats of these ads. Just fill in the coupon on page 13, and we'll send them to you.

3. Remember that none of the illustrations and headlines are meant to be used by themselves. They're simply "professional" building blocks to start you. You add your own copy or manufacturers' product mats.

If you're proud of the results you get with these mats, send us tear sheets. We'd like to see them.

SHOP HERE FOR SUMMER FUN

Set headline
Cooking is Fun and Easy
on Our New Grills

Your Brand
Mats



Set headline
Beat the Heat! With a New
Fan or Air Conditioner

Your Brand
Mats

B



(Copy or Model listings)

P



Summer Comfort
HEADQUARTERS

STORE NAME & ADDRESS
TELEPHONE

First place is still best. In sports, in industry, and in publishing, there is still no substitute for being first. So, if you'll pardon our pride, we call your attention to the medallion below—"First Award . . . For Outstanding Journalism." Associated Business Publications awards are based on *best contribution to the field served*. We serve our field with the contributions of twenty-one full-time editors. Their efforts, award-winning style, make EM Week the best-read, most-respected publication in the Appliance-TV-Housewares field. That's why, (and the experts agree), **every Monday the Pros read**

ELECTRICAL MERCHANDISING WEEK



FIRST AWARD

ASSOCIATED BUSINESS PUBLICATIONS

JAMES J. CASSIDY
BARBARA ELLWOOD

TED WEBER, JR.
LAURENCE WRAY

**ELECTRICAL MERCHANDISING WEEK
FOR OUTSTANDING JOURNALISM**

(MAY, 1959 ISSUE, SPECIAL REPORT ON WASH AND WEAR)



THE PARTS FLY when Mrs. Ernest Hooper, right, pulls a range apart to demonstrate construction features and ease of cleaning.

They TEAR 'em Apart to SELL 'em

With all the determination of an axeless Carrie Nation, the tall, tailored woman marches up to the glittering gas range and begins pulling it apart. Off fly burners, burner bowls, grates, drip trays, griddle. Out come oven bottom, sides and racks, rotisserie, broiler tray, assembly . . .

A raid? A one-woman demolition squad? A stove-hater?

No. Just Mrs. Ernest Hooper demonstrating a range.

That's how they sell ranges at Hooper's Stove House, a \$330,000, three-person operation in one of the city's older and poorer neighborhoods. And the selling's fine (last year: 458 new gas ranges at an average unit sale of \$329.14, plus a good balance of white goods and TV).

"Ranges are great for component demos like that," says boss Ernest Hooper. "There isn't any better way to dramatize the two big points every range shopper's got on his mind—ease of cleaning and quality of construction."

The Hoopers are pros at stripping ranges in demos. They know every removable piece on the 45 or more units with which the floor's always loaded. They know its function, its composition and its quality.

When they sample a new model, they drop it into the display and spend their spare time for the next two or three days getting to know it, part by part. And it's an ideal way to get a

Stripping a range to emphasize quality and ease of cleaning is an every day sales approach at Hooper's Stove House in New Orleans where last year alone 458 gas ranges were sold.

detailed quality check on new merchandise, too.

The pull-down technique appeals to men as well as women, Mrs. Hooper finds.

"Men just naturally love to see how things come apart and fit back together again," she says, "and they go big for accessories like rotisseries, plug-in thermometers and signal chimes. Women are more down-to-earth. What they really want to know is how much of a job it's going to be keeping the new range clean. And with every part you can pull off to prove easy cleaning, you move a step nearer the close."

No live demonstration is used by the Hoopers. There's no model duplication in their 45 to 50-unit display and, as Ernest Hooper points out, "If we hooked one up, we'd have to hook 'em all up, because customers would expect live demos on any that happened to catch their fancy."

Yet people like the drama of live demonstration, and the Hoopers have found a simple but very effective way to create the feeling of a live demo without really staging one. Every range is

plugged into an electrical outlet and every range has a panel lamp in place. Where a rotisserie is included, that unit is set up and checked out.

As the prospect approaches, the Hoopers bring the range suddenly alive before his eyes simply by snapping on the panel light, and opening the oven or broiler and switching on the rotisserie.

The Hooper image in ranges is formed around mass displays and wide selection. Because of the number of units on the floor, they have to qualify quickly and accurately, before a browsing prospect can become baffled by the phalanx of ranges that faces him.

The two most dependable bases for qualification are outer dimensions and the broiler location (high, beside the oven, or low).

Selling begins when the prospect's preference in each of these has been established. For a start, the Hoopers go straight to the top, then step down—unless the customer has definitely qualified himself into a lower bracket. When this happens, a unit in that category is shown first and briefly. Then the step-up is initiated, in the knowledge that the prospect who has seen a better model, and has been told where and why it excels, is very apt to be unhappy with anything else.

Hooper plays the field when it comes to buying gas ranges, feeling that the more lines he can

offer, the less he'll have to depend on pressure selling and switching. He stocks 17 lines, none complete. Ten of them are bought direct—some of those picked up from local factory-owned warehouse stock, some vanned in from as far as California. The rest he buys locally.

He carries back-up stock four or five deep on the better movers in lines without local warehousing, little or none on the others.

Hooper has a word for the non-specialist eager to dent his home-town gas range market. "Stock at least six models in a minimum of three lines," he advises, "a top 40-inch, low-end 40 and a top 30, all in a high-priced line; a middle 36 in a medium-priced line; and a 36 and an apartment model in a low-low line. Display them all, and get to know each, so you can pull them apart for a cleaning and component demo whenever you think you've made a good qualification."

"Before you make a buy," he goes on, "weigh costs against the features you're getting for the money. Some lines in this business will amaze you with the extras they give for a comparable or even lower dollar."

"Follow construction and feature standards as a guide, but don't count on them completely; they're often only minimums. And remember, there are some features nearly every range customer wants—things like plenty of chrome, a good-sized oven, automatic ignition and maybe a griddle or a rotisserie."

Price is negotiated in almost every range sale at Hooper's Stove House. There, as throughout New Orleans, list is long-gone, and the trade allowance is the instrument of discount.

Few downtown merchants take trades, yet most sell at the with-trade price. Hooper, in his semi-suburban location 30 blocks from Canal St., takes them and job-lots them along as-is. The cream puffs he wholesales individually, for from \$35 to \$75. At the end of the year, he's ahead a net of \$4,000 to \$6,000 on used ranges, without having lifted a reconditioning finger.

Hooper uses service to build sales, and to give him a competitive edge over dealers who farm their gas range DIS.

He has no service shop, needs none. His two-man gas range service team handles all its work in the home, never pulls a range except for replacement. One of the men has a Class B gas fitter's license, issued under Hooper's master ticket, which authorizes him to install and service ranges. Should he leave, the license will remain with the dealer, and can be reassigned to another serviceman who can meet the tests.

Most of Hooper's competitors use common carriers for delivery (at \$10 a range), and distributors for installation (\$19.50). This raises their net by about \$30. Hooper's men can deliver and install half a dozen gas ranges a day, giving him as much as a \$15 to \$20 price edge per unit, after salaries and materials.

He furnishes service only on the ranges he sells, and then only for 90 days. After that, out-of-warranty calls are channeled to a service contractor who specializes in the product. In return, the contractor catches night service calls for Hooper, and helps out on in-warranty work on busy days.

STOCK IN DEPTH, says Ernest Hooper, who handles 17 brands—but doesn't carry the full line in any of them. He keeps 45 to 50 units on the floor without duplicating models.



LOCAL FLAVOR was retained by keeping the wooden balcony on the Hooper store when it was remodeled. New front also retained columns, yet provides plenty of see-in area.



DRAMATIZE YOUR PITCH, says Mrs. Hooper, who takes a seat on an oven door to dramatize durability. "But sit near the hinge," she warns "and well back on the door."



HOOPER—THE POOR MAN'S FRIEND . . . and THE RICH TRADE WITH US, TOO!

STOVE SALE

WE INSTALL WE SERVICE

I'M SIMPLY WORKING OUT, SUZY! I'VE BEEN TO A DOZEN STORES LOOKING FOR A NEW STOVE, AND STILL HAVEN'T FOUND A STOVE I LIKE AT A PRICE I CAN AFFORD.

I JUST BOUGHT A NEW STOVE TODAY AT HOOPER'S STOVE HOUSE. JANE, WHY DON'T YOU GO THERE TOMORROW—YOU'LL SEE ALL THE MAKES AND MODELS UNDER ONE ROOF!

You'll be able to buy the stove you want . . . no high pressure selling.

YES! CAREFREE MODERN COOKING ON A BRAND NEW GAS RANGE. YOU'LL GET A BIGGER ALLOWANCE FOR YOUR OLD STOVE AT HOOPER'S!

OUTFIT YOUR KITCHEN AT HOOPER'S AND SAVE THE DIFFERENCE

HOOPER'S STOVE HOUSE

3242 Magazine St. Hours 8 to 6—Plenty of FREE Parking Space!

ALL GUARANTEED BRAND-NEW, GRADE A MERCHANDISE EAST TERMS

TW 1-5839

UNIQUE HOOPER ADVERTISING is designed to stress the variety of ranges carried by the store. Hooper seldom shows price since he's convinced shoppers would use his ad to get the same or better

price from a competitor. Co-op money is hard to get on gas ranges, says Hooper, and almost impossible on an ad like this where many brands are shown. The result: he picks up the tab on such ads.

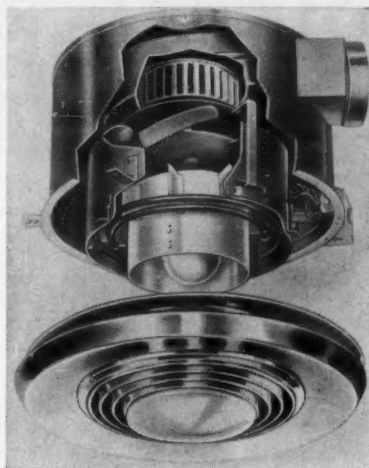
NEW PRODUCTS

FEATURES THIS WEEK

RCA Whirlpool "No-Frost" gas refrigerator • Norge wringer washer and a "Never-Frost" refrigerator-freezer • Arvin radio line • Phonola 1960 phonos PLUS HOUSEWARES NEW PRODUCTS ON PAGE 6

NUTONE Heat-A-Vent Lite

NuTone's 4-in-1 Heat-A-Vent Lite, the all-in-1 bathroom fixture, is a ceiling heater, a circulating fan, an exhaust fan and a light. The curved cast aluminum grille and air diffuser blends into a new larger lens for maximum lighting. Unit extends only 3 1/4 in. from ceiling. New fool-proof installation features a plug-in "B" unit, anodized aluminum ceiling ring to hide edges of plaster and a new 1-piece grille with removable lens. Prewired switch has flexible leads. Has 2 blades: propeller for circulating warm air and blower wheel to exhaust odors and steam. The exhaust louvre automatically closes when the heater is turned on. The enclosed armored element is thermal protected to prevent overheating. No. 9090 has 1475w, No. 9110, 1800w.



Price, No. 9090, \$64.95; No. 9110, \$69.95. NuTone Inc., Cincinnati 27, O.

NORGE Wringer Washer

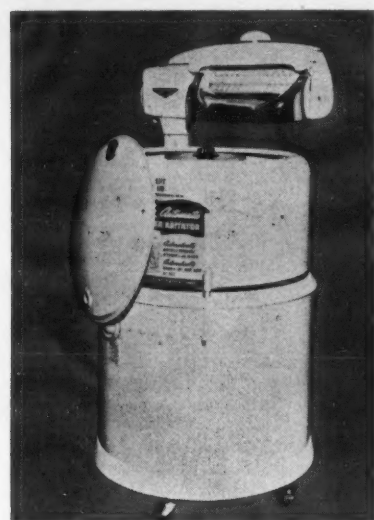
A new wringer washer, No. WWP-G60, with lint filter agitator is announced by Norge. The lint filter agitator automatically removes lint, soap residue and fuzz and dispenses powdered detergents and bleach.

Has a 10-lb. family wash capacity. Called the Norseman 60, it holds 18 gal. when filled to within 1/4 in. of filter pan underside and 22 gal. to top.

An automatic timer permits a bell to sound at end of wash period. In addition to its dispensing feature, the agitator has rounded vanes, making it ideal for wash 'n wear materials.

The wringer has two 2-in. balloon rolls and 8 adjustable locked positions.

Price, \$139.95. Norge Div., Borg-Warner Corp., Merchandise Mart Plaza, Chicago 54.



NORGE Refrigerator-Freezer

Norge's 15-ft. "Never-Frost" refrigerator-freezer NBS-F15 features swing-out "swing n serve" shelves that adjust up or down for maximum storage; a bottom located, 148-lb. capacity freezer with wire baskets that roll out; a refrigerated meat keeper that stores up to 9 lbs.; a "quick-eject" ice server with 4 aluminum shucker-type trays that makes it possible to dump and store large supplies of ice in jumbo bin.

This combination stays completely free of any frost from top to bottom.

Other features include twin porcelain crispers; double deep Handidor storage with special space for tall bottles, jars etc.; a freezer door pedal; safety doors; flush-fit "built-in" design; wrap-around glass fiber insu-

lation; vinyl door gaskets; dual lighting; color keyed interior styling; 4 leveling glides; Norgloss baked enamel exterior. Norge Div., Borg-Warner Corp., Merchandise Mart Plaza, Chicago 54.



RCA WHIRLPOOL "No-Frost" Gas Refrigerators

Three new RCA Whirlpool "no-frost" gas refrigerators are announced by RCA Whirlpool. All 3 (GA-1400, GB-1400 and GC-1400) are 13-cu.-ft. combination refrigerator-freezers.

Top of line GA-1400 features a redesigned automatic ice cube maker, that freezes 6 moon-shaped ice cubes every 75 min., which are stored automatically in a 6-lb. storage tray.

All models have Jet-Cold shelf, Jet-Cold meat chest and Million-Magnet door seal.

New no-frost air circulation system labeled "activated cold" directs very cold air through ducts to the Jet-Cold shelf where gelatins, beverages, salads and desserts placed on shelf quick-chill up to 3 times faster. Air emerging from the ducts envelops the door storage shelves bathing foods placed there in a colder, more flavor-preserving temperature.

Three fans are used in the absorption cooling system: 1 in refrigerator storage compartment, 1 in freezer, and 1 to cool the condenser.

Condenser and refrigerator cabinet fans operate continuously. An automatic cut-off stops the freezer fan for approximately 25 min. during the defrost cycle. Air for internal circulation enters from top left of frozen food section, flows across an evaporator coil, circulates in freezer section and passes back to the evaporator coil. In the refrigerator section cold air is forced from another evaporator coil through the Jet-Cold shelf, across shelves of inner door panel, around the Jet-Cold meat pan, through storage area, and returns to evaporator section at top of liner.

The Jet-Cold meat chest "floats" in a stream of cold air; easy-to-clean porcelain enameled trays hold 11.4 lbs.



MODEL GA-1400

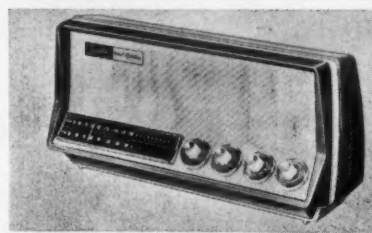
New humidity-retaining crispers hold 1 bu. food; 1 full-width and 1 half-shelf glide out for easy access; 2 portable egg trays in door.

A new insulation called urethane foam by DuPont and Dow reduces outside dimensions from previous Whirlpool gas models and increases the interior storage space by 21%.

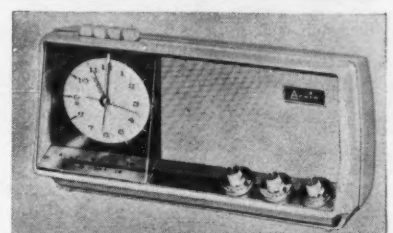
Other features include flush-to-back-and-sides installation for built-in look; white, pink or yellow; porcelain interiors color-keyed in white and blue with gold trim.

All models have same refrigerator section. GB and GC do not have the Icemagic automatic ice maker.

Prices, GA-1400, \$699.95; GB-1400, \$639.95; GC-1400, \$569.95. RCA Whirlpool Home Appliances, Div. Whirlpool Corp., St. Joseph, Mich.



ARVIN AM-FM TABLE RADIO NO. 30R58



ARVIN CLOCK-RADIO NO. 50R65

ARVIN Radio Line

Top model of the new line is No. 30R58, an AM-FM table radio equipped with a 6-tube, 1-diode, plus 1 rectifier circuit to provide powerful dual-speaker AM reception and drift-proof FM reception with automatic frequency control. Matched 7- and 4-in. console-type speakers have electronic cross-over network. Separate bass-treble control and phono and multiplex jacks. A Ferrite rod AM antenna and a line cord FM antenna, plus outside FM antenna terminal are other features. No. 30R58 comes in taupe and has color-lighted slide rule type AM and FM tuning dials. Model 30R59 in slate gray.

FM radio 30R12 has 6 tubes with super-sensitive circuit for sharp static-free tuning of fringe area stations. Comes in persimmon or as No. 30R18 in sandstone.

Pushbutton clock radio No. 50R65 has a 14-button clock-and-alarm control panel on top left, with 3 radio controls, tuning, volume and tone, at lower right beneath an oversize 7-in. speaker. This 5-tube set with 1100w appliance outlet provides automatic and "repeat-a-call" features. At fingertip command, the memory unit resets the alarm and radio for 10-, 30-, 45- or 60-min. extra sleep or nighttime listening. Equipped with a

jumbo-size Ferrite rod antenna, lighted slide rule dial, luminous clock hands and phono jack, it comes in blue. Companion, 50R67, white.

Other sets in the new radio line are No. 10R32 twin speaker set; No. 10R16, 5-tube set; and No. 10R22 for lower-priced market.

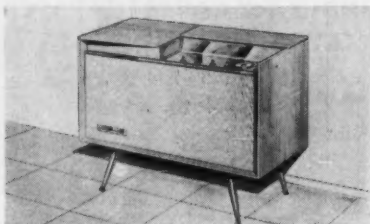
Balanced 4-in. speakers, low temperature tubes and a station-seeking Ferrite rod antenna are features of No. 10R32. A 180-deg. rotary-type window protected tuning dial is recessed. Comes in persimmon. Companions 10R38, sandstone, and 10R39, slate gray.

No. 10R16 has a loop antenna; tube-type diode detector; automatic volume control; calibrated tuning dial and a 4-in. speaker with extra large baffle. Comes in ice green. Companion, 10R18, sandstone.

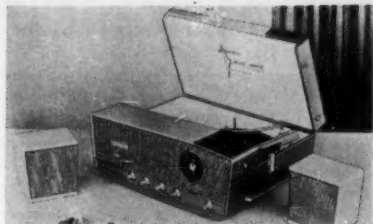
Prices, from \$16.95 to \$100. Arvin Industries, Inc., Columbus, Ind.

ARVIN FM RADIO NO. 30R12





NO. 2760 CONSOLE



NO. 2460 PORTABLE

PHONOLA Announces New Line

Phonola's new phono line includes combination AM phono units and AM-FM phono units plus, for the first time, a compact console designed to fit in with the trend to compact living.

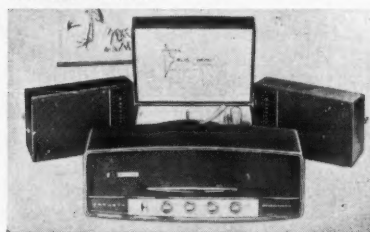
All self-contained stereo units have triple source stereo sound systems. Styling is also featured with 3 and 4 color portable cabinets.

Featured model is No. 2460, AM-FM radio-phono combination in a portable carrying case, featuring no straight planes in the cabinet design. The speaker system has 6-in. bass speaker in main cabinet, a 5 1/4-in. speaker plus 1 1/2-in. wizzer cone in each remote cabinet. Intermixes all size records of same speed and plays 16, 33 stereo and LP, 45 and 78 rpm; automatic shut-off; 45-rpm spindle, standard; stereo ceramic cartridge with diamond and sapphire needles; multi-channel hi-fi amplifier chassis, dual-channel, stacked and built as 1; 5 controls include radio-phono switch and AM-FM tuner dial; leatherette covered cabinet 2 shades of gray with gold and French gray bands.

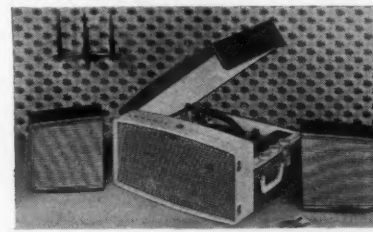
No. 2260 has 8-in. speaker in main cabinet; remote cabinets each have 6-in. speaker and 1 1/4-in. wizzer cone. Rumble-free changer for all size records; turnover diamond and sapphire needles; multi-channel hi-fi chassis with stacked amplifiers; smoked gray and silver tweed leatherette.

No. 1160 has three 4-in. speakers, 1 in main cabinet and 1 in each remote; magic center turntable for 45 rpm; also plays other sizes; crystal cartridge with turnover sapphire needles; stacked, multi-channel amplifiers; separate volume controls for each channel; handcrafted wood cabinet in burnt orange, gray banded in flamingo.

NO. 2260 PORTABLE



NO. 1760 PORTABLE



DETJEN Insect Electrocuter

Detjen announces a combination post lantern and insect electrocutor to light up driveways, gardens or patios and to destroy insects attracted to its light. An electrically charged grid of wires which surrounds the lamp socket automatically electrocutes insects continuously.

An electric eye lights lantern automatically at dusk, turns it off at dawn. Lights from passing cars do not affect eye because of a delayed action feature. Has a 5-year bulb, an all-weather outlet. Two sizes: DPL-1, 22 1/2 in. high; DPL-2, 17 in. A 2-in. telescoping steel post adjustable from 4 1/2 to 8 ft. has ladder rest for signs or house numbers; satin black with brass trim. **Price, \$150 and \$135. Detjen Corp., Pleasant Valley, N. Y.**



TURN 'DOGS' INTO PROFIT!



Forced to allow high trade-ins — then to take a loss or junk used refrigerators? Here's a reconditioning program recommended by leading refrigerator manufacturers that makes used units so attractive with steam cleaning that with proper merchandizing they move fast — turn losses into profit!

APPROVED BY REFRIGERATOR MFRS.



Complete with steam gun, hose, rubber tires — ready to go!

CENTURY STEAM CLEANER

Flush and dissolve at a blast stubborn grease, grime and molds. Rejuvenate rubber, disinfect and deodorize inside and out. Clean condenser and buff the finish for painting. All in a matter of minutes with your Century steam cleaner!

GUARANTEED not for a year, but for LIFE!

FAST — develops 80-100 lbs. of steam in 90 seconds!

OIL FIRED — full day's operation with one filling. Gas model available.

ABSOLUTELY SAFE — Safety pop-off valve, visible steam gauge.

FULLY AUTOMATIC — Just push the start button!

PRACTICALLY SERVICE FREE

REFRIGERATOR JOBBERS — Get our profit story!

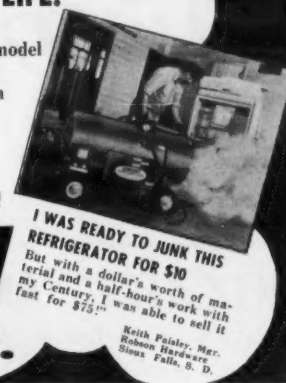
However — SPECIAL DEAL TO REFRIGERATOR DEALERS

Write for Special Price to Legitimate Dealers

ELECTRONICS, INC.

2000 EAST CHERRY

VERMILION, S. DAK.



I WAS READY TO JUNK THIS REFRIGERATOR FOR \$10
But with a dollar's worth of material and a half-hour's work with my Century, I was able to sell it fast for \$75!

Keith Palmer, Mr. Robson Hardware Sioux Falls, S. D.

There are
plus profits
in Paragon
appliance
timers

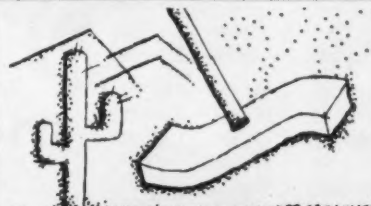


Write:

**PARAGON
ELECTRIC COMPANY**

1638 Twelfth St. • Two Rivers, Wis.

TIME IS MONEY — CONTROL IT WITH PARAGON



This Brand Opens New Frontiers for PROFIT!

Yes, there are still new profit frontiers in appliance selling with Silex! You get extra sales in an unsaturated market with products that are gift-designed to be distinctive and different. No brand line corals gift-day sales better than Silex... and you make more, too! Silex gives you more favorable margins with less competitive pressure and minimum duplication of other products. * * *

The result is more turnover and better profit from your inventory investment! ♦♦♦♦♦♦♦♦♦♦



The Proctor-Silex Corporation
Philadelphia — Chicago — Canada

DISTRIBUTOR APPOINTMENTS

IONA MANUFACTURING CO.—As manufacturer's representatives: Robert S. Corrigan & Co., northern Delaware, eastern Pennsylvania, southern New Jersey; Robert Ingraham Assoc., southern Delaware, Washington, D. C., Maryland; Ed J. Halliday Co., Northern California, western Nevada; Anderson-Dee Co., Colorado, Wyoming, Montana, Utah, southern Idaho, New Mexico, Arizona, eastern Nevada and El Paso, Tex.; Pendergraft-Jackson Assoc., Florida. As distributor: U. S. Electrical Supply Co., New York City.

ARVIN INDUSTRIES, INC.—Serv-

ice & Supply Co., Appelton, Wisconsin.

GIBSON REFRIGERATOR, division of Hupp Corp.—Litteral Distributing, central Indiana; Baltimore Gas Light Co., for room air conditioners and dehumidifiers in 19 Maryland counties, five in West Virginia and two in Virginia and Delaware

DISTRIBUTOR NEWS

Three members-at-large have been elected to the board of governors of the National Assn. of Electrical Distributors. The newly elected members, who will serve a one-year term, are: L. B. Mangione of Electric Supply Corp., Chicago, Ill.; Elmer A. Sisco, of General Electric

Supply Co., Boston, Mass.; J. E. Fontaine, Graybar Electric Co., Inc., Atlanta, Ga.

The new Tampa sales division of the Whirlpool Corp., which replaces independent distribution in 14 western Florida counties, will be managed by Louis M. Snyder.

Graybar Electric Co., Inc. announces the promotion of three men. Effective June 1, W. M. Pearson will become manager at Chattanooga, Tenn. Effective July 1, A. L. Nelson will become manager at Salt Lake City, Utah, and D. B. Eardley will become Northwestern district sales manager.

RCA Victor Distributing Corp. has named J. F. (Jack) O'Brien as vice president, marketing.

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HU. 2-5450

SAN FRANCISCO **THOMAS H. CARMODY**
SCOTT HUBBARD
68 Post Street, San Francisco 4, Cal.
DO. 2-4600

1960 SCHEDULED MEETINGS

MAY 31-JUNE 3 **NRMA 40th Annual Controllers' Congress** Convention, Statler-Hilton, Pittsburgh, Pa.

JUNE 6 **NRMA Smaller Stores Div.**, Mid-year Meeting, Hotel Statler, New York

JUNE 7-11 **NRMA Smaller Stores Div.**, 3rd Annual Top Management Seminar, New York University, New York

JUNE 20-30 **Summer Markets**, Merchandise Mart & Furniture Mart, Chicago

JULY 11-14 **National Assn. of Music Merchants**, Trade Show & Convention, Palmer House, Chicago

JULY 11-15 **National Housewares Mfrs. Assn.**, 33rd National Exhibit, Convention Hall, Atlantic City, N. J.

HEADING YOUR WAY...



West Bend's
most exciting new
appliance idea
for
family fun

WEST BEND ALUMINUM CO.
WEST BEND, WISCONSIN



PEOPLE in the NEWS

Mathes Co., a division of Glen Alden Corp.—Robert B. Starnes will succeed Benjamin R. Ebersman as president of the division on June 1. Ebersman will continue his duties as vice president of the parent company. Also at that time, Claude Birdsell will be promoted to division sales manager, and Sam Chambers will join the company as assistant to the sales manager.



L. L. Kelsey
of Trav-Ler



R. B. Starnes
of Mathes

Stromberg-Carlson, a division of General Dynamics—Two district managers have been named for high fidelity sales. Frank K. Osburn became manager in the New Orleans area, and Robert E. Nichols became manager of the Atlanta, Ga., territory.

Edward P. Sykes Jr. was appointed director of marketing of commercial products. Richard W. Jones was promoted to assistant sales manager for consumer products.

Capehart Corp.—Otto C. Bohlander has been appointed regional manager for direct dealer sales in Ohio.

Sylvania Home Electronics Corp., a marketing subsidiary of Sylvania Electric Products Inc.—Kenneth W. Mabey has been appointed Ohio district sales manager for TV, radio and stereo hi-fi products. Gerald S. Butts has joined the company as Miami district sales manager.

Trav-Ler Radio Corp.—Lester L. Kelsey has joined the company as vice president and merchandising manager.

Chrysler Airtemp, a division of Chrysler Corp.—Ralph Achelpohl has been promoted to sales planning manager for commercial products in the company's packaged heating and cooling department.

General Electric Co.—Paul F. O'Neill has become specialist-utility relations for the division. He will be

responsible for utilities relations at Appliance Park, Louisville, Ky.

Thermador division of Norris-Thermador Corp.—Claude L. Weigle has been named manager of national service operations. Earl Tallman was appointed manager of the Los Angeles area service department.

H. J. Meany has been appointed vice president and general manager.

DuKane Corp.—Alfred D. Masters has been appointed manager of the corporation's commercial sound division.

Arvin Industries, Inc.—Joseph C. Freeland has been named to fill the newly created position of sales manager for the company's electric heat division.

Philco Corp.—Edwin Van Sciver has been appointed product development manager for home laundry equipment. Ralph Schmithorst has joined the company to succeed Van Sciver as product development manager for electric ranges and "Citation" custom appliances.

John Orr Young and Assoc., Inc.—Stanley B. Adams has joined the company's executive selection division as vice president. During World War II, he was director, consumers durable goods division, WPB, Washington, D. C.

development and promotion division. Archer is manager of G-E's major appliance retail distribution planning.

Electronic Industries Assn. has elected L. Berkley Davis as its new president. Davis is vice president of General Electric Co. and general manager of G-E's electronic components facilities.

Members of the board of governors of the National Assn. of Electrical Distributors were elected during special zone meetings held at NAED's 52nd annual convention early this month. The following executives of wholesale electrical distribution companies were named for two-year terms: Zone 1—John M. Newton Jr., Oakes Electrical Supply Co., Holyoke, Mass.; Zone 2—John H. Woolley, L. A. Woolley, Inc., Buffalo, N. Y.; Zone 3—A. J. Musser, Dauphin Electrical Supplies Co., Harrisburg, Pa.; Zone 4—Julius W. Harwell, Tennessee Valley Electrical Supply Co., Nashville, Tenn.; Zone 5—Phillip B. Leff, The H. Leff Electric Co., Cleveland, Ohio; Zone 6—Robert R. David, Ralph David, Inc., Logansport, Ind.; Zone 7—Russell Peck, American Electric Co., St. Joseph, Mo.; Zone 8—Scott S. Skinner, Corpus Christi Electric Co., Corpus Christi, Texas.

ASSOCIATION NEWS

A blueprint for the 60's will be offered dealers attending the National Retail Merchants Assn. third annual top management seminar, June 7-11, at the New York University School of Retailing. Retail executives and others interested in retailing problems will hear expert advice of leading economists, tax specialists and scientific management consultants on techniques for improving mark-ons, reducing markdowns and controlling merchandise in new ways. Registration fee for the five-day event is \$285, which includes four luncheons, one dinner, all classes. Inquiries should be sent to Admissions Committee, Top Management Seminar, N. Y. U. School of Retailing, Washington Square East, N.Y.C. 3.

On Monday, June 6, NRMA's smaller stores division will hold a midyear meeting at the Statler Hilton Hotel in New York. Afternoon and evening sessions will include discussions of merchandising control, advertising, sales promotion and downtown redevelopment.

American Marketing Assn. has elected G-E's Frank W. Archer as vice president of its association de-

A Quick Check of BUSINESS TRENDS

	LATEST MONTH	Preceding MONTH	YEAR AGO	THE YEAR SO FAR
FACTORY SALES appliance-radio-TV index (1957 = 100)	130	133	104	25% up* (Jan. 1960 vs. Jan. 1959)
RETAIL SALES total (\$ billions)	18.2	18.1	17.9	1.7% up* (March 1960 vs. March 1959)
APPLIANCE-RADIO-TV STORE SALES (\$ millions)	327	336	332	1.5% down (March 1960 vs. March 1959)
CONSUMER DEBT + + owed to appliance-radio-TV dealers (\$ millions)	281	285	282	0.4% down (March 1960 vs. March 1959)
FAILURES of appliance-radio-TV dealers	34	27	28	21.4% up (April 1960 vs. April 1959)
HOUSING STARTS (thousands)	110.4	97.0	142.2	22.3% less (April 1960 vs. April 1959)
AUTO OUTPUT (thousands)	155.2**	145.9**	133.6**	16.2% up
PERSONAL CONSUMPTION EXPENDITURES for furniture-household equipment (\$ billions)	18.7+	18.8+	17.7+	5.6% up (1st quarter 1960 vs. 1st qtr. 1959)
DISPOSABLE INCOME annual rate (\$ billions)	345.3+	340.8+	327.4+	5.5% up (1st quarter 1960 vs. 1st qtr. 1959)
CONSUMER SAVINGS annual rate (\$ billions)	24.6+	23.7+	23.5+	4.7% up (1st quarter 1960 vs. 1st qtr. 1959)
EMPLOYMENT (thousands)	66,159	64,267	65,012	1.8% up (April 1960 vs. April 1959)

*New index being used. Federal Reserve Bulletin, Jan. 1960

**Figures are for week ending May 21, 1960 and preceding week (revised)

+ Figures are for quarters

+ + Federal Reserve Bulletin figures (revised)

A Quick Check of INDUSTRY TRENDS

An up-to-the-minute tabulation of estimated industry shipments of 16 key products. New figures this week are shown in bold-face type.

		1960 (Units)	1959 (Units)	% Change
DISHWASHERS	Mar.	55,100	43,800	+25.80
	3 Mos.	138,300	119,100	+16.12
DRYERS, Clothes, Electric	Apr.	35,659	43,945	-18.85
	4 Mos.	240,680	260,630	-7.65
Gas	Apr.	17,554	23,807	-26.27
	4 Mos.	122,708	130,050	-5.65
FOOD WASTE DISPOSERS	Mar.	71,000	61,600	+15.26
	3 Mos.	179,100	169,100	+5.91
FREEZERS	Mar.	112,200	121,400	-7.58
	3 Mos.	262,800	290,800	-9.63
PHONOGRAPHS, Monaural	Mar.	63,264	119,075	-46.87
	3 Mos.	272,518	468,095	-41.78
Stereo	Mar.	242,523	168,117	+44.26
	3 Mos.	908,518	534,203	+70.07
RADIOS, Home-Portable-Clock	Week May 13	200,176	150,087	+33.37
(production)	19 Weeks	3,842,094	3,317,104	+22.47
RADIOS, Automobile (production)	Week May 13	115,443	119,725	-3.58
	19 Weeks	2,488,291	2,018,167	+23.29
TELEVISION (production)	Week May 13	103,861	98,343	+5.61
	19 Weeks	2,210,448	1,986,608	+11.27
REFRIGERATORS	Mar.	338,100	333,700	+1.32
	3 Mos.	907,200	896,100	+1.24
RANGES, Electric—Standard	Mar.	85,800	102,200	-16.05
	3 Mos.	236,700	267,400	-11.48
Built-in	Mar.	70,600	70,400	+ .28
	3 Mos.	176,400	160,600	+9.84
RANGES, Gas—Standard	Mar.	143,200	146,300	-2.12
	3 Mos.	389,200	408,700	-4.77
Built-in	Mar.	31,100	24,900	+24.90
	3 Mos.	77,200	63,600	+21.38
VACUUM CLEANERS	Mar.	339,918	346,557	-1.92
	3 Mos.	892,731	860,469	+3.75
WASHERS, Automatic & Semi-Auto	Apr.	175,983	202,259	-12.99
	4 Mos.	843,899	903,836	-6.63
Wringer & Spinner	Apr.	59,845	72,113	-17.01
	4 Mos.	235,769	286,521	-17.71
WASHER-DRYER COMBINATIONS	Apr.	10,404	11,507	-9.59
	4 Mos.	59,433	65,222	-8.88
WATER HEATERS, Electric (Storage)	Mar.	75,100	74,900	+ .26
	3 Mos.	184,300	213,100	-13.51
WATER HEATERS, Gas (Storage)	Mar.	243,700	265,900	-8.35
	3 Mos.	674,200	791,800	-14.85

Sources: NEMA, AHLMA, VCMA, EIA, GAMA.



It Looked Like a Circus But...

... they were buying more than hot dogs, cotton candy and kewpie dolls.

Nearly 300,000 suntanned visitors flocked into the huge tent, shown above, during a five-day stand of an "Indoor-Outdoor Exposition," at Webb's City, St. Petersburg, Fla.

Purpose of the show: To display under one roof—canvas, that is—products designed for more leisurely and enjoyable living. The whole shebang was housed in the 274-foot-long by 60-foot-wide tent.

The show wasn't an unusual one, according to S. J. Harrington, vice president, sales, Webb's City. Attractions of this scope are used quite frequently to promote sales at the giant shopping center, taking in 63 stores nestled in the center of ten

parking lots. Overall retail area: About one million square feet. Annual sales volume: More than \$30 million.

It took a special crew to raise the huge tent. And more than \$5,000 was invested in the push. Some of it went for attractive backgrounds; some of it for display booths.

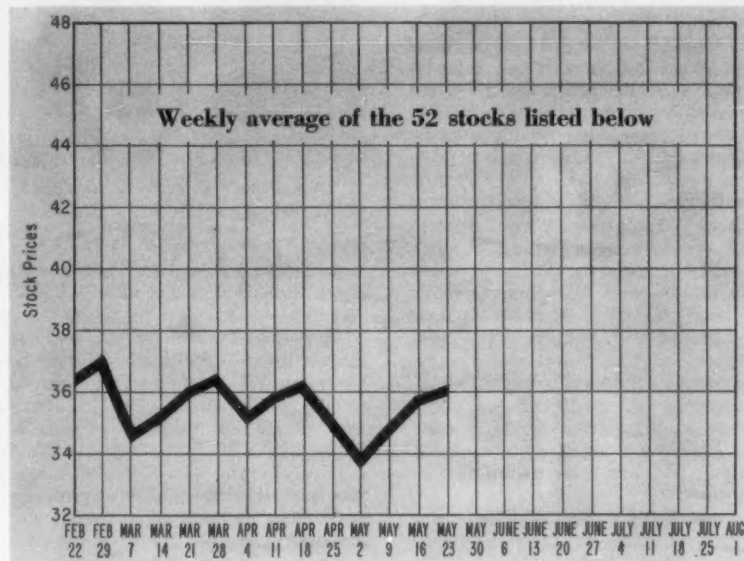
The biggest job: Providing for electrical outlets and adequate lighting.

The tent went up on a Saturday morning. Then manufacturers reps, their employees and maintenance men, Webb's display department, department managers and maintenance men, and a crew of home show decorators pitched in. By Tuesday, the show was ready for its gala opening.

SIDE-SHOW AMAZEMENT is displayed by J. E. "Doc" Webb, president of Webb's City, as he looks at a ready-to-eat hotdog prepared in just 10 seconds on a Tappan electronic range by Mrs. Jewell Scott, of the Florida Power Corp.



TAKING STOCK A quick look at the way in which the stocks of 52 key firms within the industry behaved during the past week. This unique summary is another exclusive service for readers of EM WEEK.



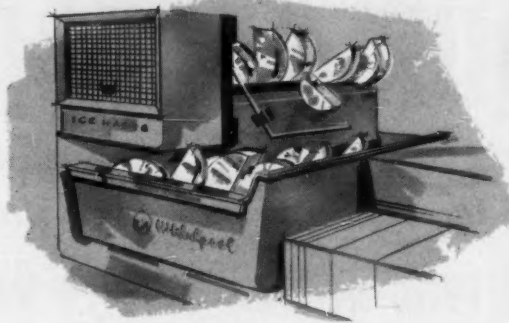
STOCKS AND DIVIDENDS IN DOLLARS	HIGH	1960 LOW	CLOSE MAY 16	CLOSE MAY 23	NET CHANGE
NEW YORK EXCHANGE					
Admiral	23 ⁷ / ₈	16 ¹ / ₄	17 ³ / ₄	17 ¹ / ₂	+ ¹ / ₈
American Motors I	29 ¹ / ₂	22 ¹ / ₄	25 ¹ / ₄	21 ¹ / ₂	— ³ / ₄
Arvin Ind. I	27 ¹ / ₂	21 ⁷ / ₈	23 ⁵ / ₈	23 ¹ / ₈	— ¹ / ₂
Borg Warner 2	48 ¹ / ₂	36 ¹ / ₄	37 ¹ / ₄	38 ⁵ / ₈	+ 1 ³ / ₈
Carrier 1.60	41 ³ / ₄	32 ¹ / ₈	32 ¹ / ₈	32 ¹ / ₄	+ ¹ / ₈
CBS 1.40B	45	36 ⁵ / ₈	39 ³ / ₄	41	+ 1 ¹ / ₄
Chrysler I	71 ⁷ / ₈	42 ¹ / ₈	47 ¹ / ₂	45 ⁷ / ₈	+ 1 ⁵ / ₈
Decca Records IXD	32 ³ / ₈	17 ³ / ₈	32	32 ¹ / ₂	+ ¹ / ₂
Emerson Electric I	48 ³ / ₈	33	45 ¹ / ₂	46 ¹ / ₂	+ 1
Emerson Radio .50F	18 ³ / ₈	11 ¹ / ₈	13 ³ / ₈	12 ³ / ₄	+ ⁵ / ₈
Fedders IXD	20 ³ / ₈	16 ⁷ / ₈	17 ³ / ₈	17 ¹ / ₄	— ³ / ₈
General Dy. 2	53 ³ / ₈	38	45 ³ / ₈	44 ³ / ₄	— ⁵ / ₈
General Elec. 2	99 ⁷ / ₈	84 ⁵ / ₈	88 ³ / ₄	89 ¹ / ₂	+ ³ / ₄
General Motors 2XD	55 ⁷ / ₈	43	44 ¹ / ₂	44 ¹ / ₂	—
General Tel & El .76 new	28 ⁵ / ₈	27	83 ⁵ / ₈	27 ⁷ / ₈	—
Hoffman Elec. .60	27 ⁷ / ₈	18 ¹ / ₈	20	21 ¹ / ₂	+ 1 ¹ / ₂
Hupp CP. ³ / ₄ F	13 ¹ / ₄	8 ⁷ / ₈	9 ³ / ₄	9 ³ / ₄	—
Magnavox I	51 ⁷ / ₈	31 ³ / ₄	50 ¹ / ₄	49 ¹ / ₂	— ³ / ₄
Maytag 2A	44 ¹ / ₂	35 ¹ / ₄	36 ¹ / ₂	37 ¹ / ₂	+ 1
McGraw-Edison 1.40	45 ³ / ₄	38 ¹ / ₄	40 ³ / ₈	39 ¹ / ₄	— 1 ¹ / ₈
Minn. Mining & Mfg. 1.60	214	161 ¹ / ₄	202	204	+ 2
Montgomery Ward 2	55 ³ / ₈	42 ¹ / ₂	47	45 ³ / ₈	— 1 ⁵ / ₈
Monarch .20EXD	19 ⁷ / ₈	12 ⁷ / ₈	13 ³ / ₈	13 ³ / ₄	+ ¹ / ₈
Motor Wheel I	23 ¹ / ₄	16	16 ¹ / ₄	16	— ¹ / ₄
Motorola 1.50	178	140	169 ³ / ₄	182 ¹ / ₄	+ 12 ¹ / ₂
Murray CP	28 ¹ / ₂	24 ³ / ₄	25 ⁵ / ₈	25 ¹ / ₄	— ³ / ₈
Philco ¹ / ₄ G	38 ¹ / ₄	26 ³ / ₈	32 ⁵ / ₈	31 ³ / ₈	— 1 ¹ / ₄
R.C.A. IB	78 ³ / ₈	59 ¹ / ₂	76 ¹ / ₄	75 ¹ / ₂	— ³ / ₄
Raytheon 2.37T	53 ³ / ₈	35 ¹ / ₂	43	44	+ 1
Rheem .60	28 ⁷ / ₈	18 ¹ / ₂	20	22 ¹ / ₈	+ 2 ¹ / ₈
Ronson .60	12	9 ³ / ₄	10 ¹ / ₈	10	— ¹ / ₈
Roper GD	21 ¹ / ₂	14 ¹ / ₈	14 ¹ / ₂	15 ¹ / ₂	+ 1
Schick	16 ³ / ₄	10 ¹ / ₂	12 ³ / ₈	11 ³ / ₄	— ⁵ / ₈
Siegler Corp. .20R	41	29 ¹ / ₄	40 ¹ / ₂	38 ¹ / ₈	— 2 ³ / ₈
Smith A. O. 1.60A	53 ³ / ₈	34 ⁵ / ₈	36	36 ¹ / ₂	+ ¹ / ₂
Sunbeam 1.40A	64 ¹ / ₂	50 ¹ / ₂	51 ¹ / ₂	52 ³ / ₄	+ 1 ¹ / ₄
Welbilt .10G	7 ⁷ / ₈	5 ³ / ₈	6 ³ / ₈	5 ³ / ₄	— ⁵ / ₈
Westinghouse 1.20	58 ¹ / ₄	45 ¹ / ₂	55 ¹ / ₈	56 ¹ / ₄	+ 1 ¹ / ₈
Whirlpool 1.40	34 ⁷ / ₈	23 ⁷ / ₈	24 ¹ / ₄	25 ¹ / ₈	+ ⁷ / ₈
Zenith 1.60	116	89 ¹ / ₈	101 ¹ / ₄	106 ¹ / ₂	+ 5 ¹ / ₄
AMERICAN EXCHANGE					
Casco Pd. .30G	9 ¹ / ₄	6 ³ / ₄	8	7 ⁵ / ₈	— ³ / ₈
Century Elec. ¹ / ₂	9 ⁷ / ₈	7 ³ / ₄	8 ¹ / ₄	8	— ¹ / ₄
DuMont Lab.	10	6 ¹ / ₂	8 ³ / ₄	9 ³ / ₄	+ 1
Herold Rad.	7 ⁷ / ₈	4 ¹ / ₈	4 ⁷ / ₈	4 ¹ / ₈	— ³ / ₄
Ironrite .20	10	6 ⁷ / ₈	7 ⁵ / ₈	8 ³ / ₄	+ 1 ¹ / ₈
Lamb. Ind.	9 ⁵ / ₈	4 ⁵ / ₈	8	7 ³ / ₈	— ⁵ / ₈
Muntz TV	6 ¹ / ₂	4	4 ¹ / ₂	4 ³ / ₈	— ¹ / ₈
National Presto	12	10 ⁵ / ₈	11 ³ / ₈	11 ³ / ₈	—
Proctor-Silex	9 ¹ / ₈	6 ⁵ / ₈	8 ¹ / ₄	8	— ¹ / ₄
MIDWEST EXCHANGE					
Knapp-Monarch	—	—	5 ⁵ / ₈	5 ³ / ₄	+ ¹ / ₈
Trav-ler Radio	—	—	7 ⁷ / ₈	8 ⁵ / ₈	+ ³ / ₄
Webcor	—	—	10 ¹ / ₈	11 ⁷ / ₈	+ 1 ³ / ₄

A—Also extra or extras. B—Annual rate plus stock dividend. D—Declared or paid in 1959, plus stock dividend. E—Paid last year. F—Payable in stock during 1959, estimated cash value on ex-dividend or ex-distribution date. G—Declared or paid so far this year. H—Payable in stock during 1960, estimated cash value on ex-dividend or ex-distribution date.

ANALYSIS: The stock average rose almost 1/2 pt. over the week-long trading. Trading was light throughout most of the week with Decca, American Motors, Genl. Tel & El, Raytheon and General Motors among the more active issues. DuMont Lab. was among the more active stocks on the American Exchange. Electronics, headed by

Zenith and Motorola, were up. Minn. M&M showed a gain for the eighth straight week. Gen. Dy., after recording gains for the last two weeks, was off 3 pts. at the conclusion of the May 23 trading and 5/8 pt. off last week's closing. On the Midwest Exchange, Webcor was up 1 3/4 pts. Six new highs and 3 new lows were registered this past week.

FIRST AND ONLY NO-FROST GAS REFRIGERATOR-FREEZER



Exclusive IceMagic® ice maker

Another exclusive in an RCA WHIRLPOOL! Automatically replaces every cube used. No trays, no filling, spilling or prying loose. Big capacity, too.

It's an RCA WHIRLPOOL...all new, all over... with every modern feature housewives want

There's nothing else like it! A "first" in every respect, this remarkable new RCA WHIRLPOOL gas refrigerator-freezer has *No-Frost* build up in either refrigerator or freezer... slim, trim, squared-up design for flush fit and built-in look... new foamed insulation that permits thinner walls and doors; up to 35% more food storage in the same floor space... a 10-year warranty on the sealed gas refrigeration system... amazing operating economy!

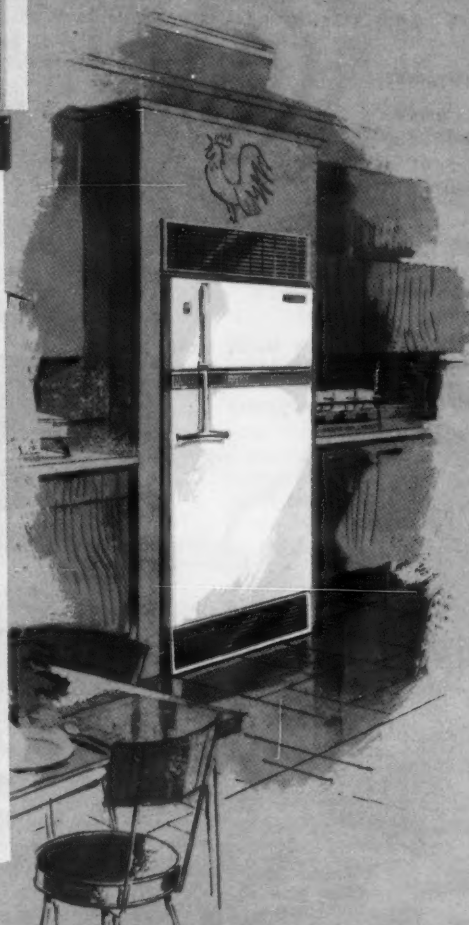
PLUS Jet-Cold* Shelf for quick chilling... Activated Cold System... Jet-Cold* Meat Chest... Million-Magnet* doors... "zero-degree" freezer... many features never before available in a gas refrigerator-freezer. Here's a tremendous new sales opportunity for you!



GA-1400



Join up!...it's easier to sell
RCA WHIRLPOOL than sell against it!



Your family will love our family of home appliances

Whirlpool

Products of WHIRLPOOL CORPORATION, St. Joseph, Michigan



THESE 8 WORDS GUARANTEE YOU **BIG** PROFITABLE POWER MOWER BUSINESS:

"YOU MUST MAKE MONEY! LOBER GUARANTEES YOUR SALES!"



MODEL IDFP—
Nifty Andy
Super Deluxe
with Impulse Starter
(in 25 inch, 3 HP and
22 inch, 3 HP sizes)

Here's the big seller with the sensational feature that's generating traffic and volume for Lober dealers everywhere!

NEW! SUPER DELUXE 1960 POWER MOWER WITH EXCLUSIVE IMPULSE SELF-STARTER!

• Big 25-inch (Swath Cut) 3 HP

• Big 22-inch (Swath Cut) 3 HP



OLD WAY!

REVOLUTIONARY IMPULSE SELF-STARTER!

LOOK—

No backbreaking to start—
saves the heart—



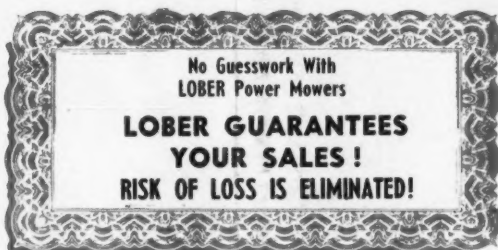
NEW WAY!

JUST WIND AND START! NO CORD TO PULL TO START ENGINE!

BIG TICKET! BIG VOLUME! BIG SALES GUARANTEED!

- No Problems With Complaints!
- You Get Top Quality Power Mowers That You Would Pay Double For Elsewhere — at Lober's Unbeatable Low Prices . . . and
- WE GUARANTEE YOUR CUSTOMERS' SATISFACTION! NO WAIT FOR DELIVERIES!

Order Now . . . Start Making Big Money Right Away! Remember, Only Lober, Gives You Guaranteed Sales and Guaranteed Customer Satisfaction! No Other Manufacturer Can Make This Statement!



No Guesswork With
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**LOBER GUARANTEES
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RISK OF LOSS IS ELIMINATED!**

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Every Lober mower transaction must be profitable to you!

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Check These Lober Features Against The Features On Your Mowers!

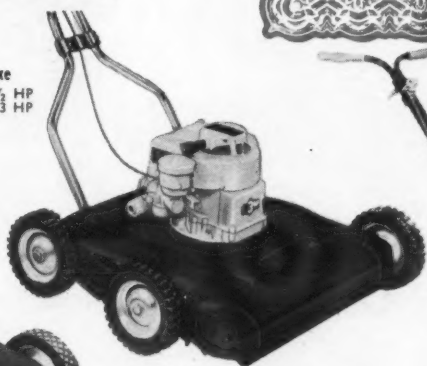
Look Underneath Where It Counts!

Only Lober Power Mowers Give You ALL These Unbeatable New Features at Low Promotional Prices!

 Reinforced corners guarantee added rigidity and strength	 Four adjustable cutting heights	 New Silent Muffler cuts down irritating noise	 Start and Stop Gas Throttle Control on Chrome Plated Handle
 Firestone Semi-Pneumatic Tires. Giant 8" hermetically-sealed double ball bearing steel wheels	 BRIGGS & STRATTON OR CLINTON WITH DELUXE IMPULSE STARTER New Briggs & Stratton or Clinton Powerful Premium Engines	 Exclusive compression springs on each axle keep wheels in permanent alignment!	 Never again a broken blade or shaft! Just 2 shear pins to replace!



MODEL D—
Blue Ribbon Deluxe
22 inch, 2½ HP
25 inch, 3 HP



MODEL DFP—
Gorgeous George
Super Deluxe
22 inch, 2½ HP
25 inch, 3 HP



MODEL R-60—
Mr. Aristocrat
Reel
18 inch, 2 HP
22 inch, 3 HP

WE FEATURE DuPONT HI-BAKED ENAMEL FINISH, EVEN THOUGH COMPETITIVE PAINTS WOULD COST FAR LESS!

MODEL S—
HI LO STANDARD
22 inch, 2½ HP
25 inch, 3 HP



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